

# FINANCIAL TIMES

EUROPE'S BUSINESS NEWSPAPER

South African strike  
puts union on  
the spot, Page 18

No. 30,525

Thursday April 28 1988

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Australia	50.22	Indonesia	80.310	Paraguay	80.120
Bahrain	66.150	Iran	85.20	S. Africa	80.70
Belgium	57.40	Italy	137.00	Singapore	81.10
Canada	55.00	Japan	145.00	Spain	134.50
Denmark	62.90	Lebanon	178.500	Switzerland	80.50
France	101.00	Luxembourg	178.500	Taiwan	80.50
Germany	62.25	Malaysia	51.125	Thailand	81.20
Greece	57.40	Norway	178.500	Turkey	16.00
Hong Kong	113.12	Portugal	80.120	UAE	80.50
India	80.50	Russia	178.500	USA	51.00

## World News Business Summary

### Iranians furious after Saudis cut links

A bomb exploded at the Kuwait office of the Saudi national airline Saudia as Iran reacted furiously to Riyadh's decision to sever diplomatic relations with Tehran. The bomb, slightly injured a security guard and caused extensive damage.

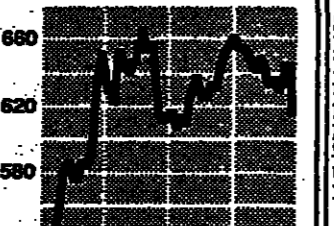
### De Beers lifts diamond prices by 13.5 per cent

Buoyant world demand for gem diamonds prompted De Beers' Central Selling Organisation to raise the price of rough (uncut) stones by an average of 13.5 per cent from next month.

### Mozambique seeks new talks with South Africa

Pretoria and Maputo seemed poised for improved relations after Mozambique President Joaquim Chissano sent an envoy to South African President P. W. Botha with a proposal to revive the Nkomati accord of March 1984.

### South Korea's composite index



### Kabul bomb kills 6

Six people were killed and 49 injured when a bomb in a truck exploded in central Kabul, Page 4

### Tokyo: Unfavourable external factors

Unfavourable external factors, including a weaker yen, dragged down the Nikkei average for the first time in five trading days. It closed 54.8 down at 27,191.57, Page 42

### US releases war papers

US National Archives opened for public viewing the first batch of documents collected by the US Army during the Vietnam War. The documents total 12 million pages - one-sixth of the 72 million pages to be released.

### WALL STREET: The Dow Jones

Industrial average closed up 3.15 at 2,047.91, Page 42

### Spainiards protest

Demonstrators built barricades, marched and turned pigs loose among traffic jams in nationwide protests against the Government's social policies.

### STEARLING closed in New York

at \$1.8740. It closed in London at \$1.8770. (\$1.8750). DMS.1450 (DMS.14). Y234.75 (Y234). SF2.9050 (SF2.60). and FFR10.67 (FFR10.6650). Page 31

### EC officials announce plans

for an anti-cancer campaign aimed at saving 150,000 lives by the year 2000 and focusing on smoking, over-eating, drinking and spending too much time in the sun.

### BRIDGESTONE, Japanese tyre

group, received about \$0.6m common shares of Firestone Tire & Rubber, US tyre group, or 96.4 per cent, in response to its tender offer for all shares at \$80 each.

### EC pledge on animals

The European Community said 18n animals were used in laboratory experiments each year and it was determined to reduce the number.

### PRIMERICA, US financial

conglomerate created from the corporate shell of American Can business, made net profits of \$55.7m or 99 cents a share in the first quarter, Page 19

### Commissioner Peter Sutherland

talks action against the state-run monopolies, Page 6

## France 'sends troops' to Pacific after more kidnapped

FRANCE is rushing five plane-loads of troops and equipment to its South Pacific territory of New Caledonia after armed separatists took more French hostages, French radio reported last night.

The reports, monitored by Reuters news agency in Paris but officially unconfirmed, quoted sources at a military airport near Nantes in western France as saying that five Transall military transport aircraft took off, bound initially for Paris, with an unknown number of troops aboard.

They said the troops came from a base at Vannes, where two units of France's elite Rapid Action Force and a marine regiment are based.

The radio said the aircraft would fly on from Paris to New Caledonia, 20,000 km away, to join 4,000 troops and gendarmes already sent in to restore order.

Eight Frenchmen, including a magistrate and the head of France's crack anti-terrorist squad, were kidnapped by Kanak (ethnic Melanesian) separatists on Wednesday during negotiations to free 16 gendarmes held since Friday.

## Confident Bush ready for Dukakis broadside over Iran

By Stewart Fleming, US Editor, in Washington

VICE PRESIDENT George Bush won enough delegates in the Republican primary in Pennsylvania on Tuesday night to ensure his nomination as the party's candidate for the US presidency.

He promptly challenged his likely Democratic rival for the White House, Governor Mike Dukakis of Massachusetts, to "fire away" at him on the issue of his role in the Iran-Contra scandal.

In interviews after locking up his party's nomination, a confident Mr Bush, taking the stance that attack is the best form of defence, has said that the Iran-Contra scandal has been fully investigated.

He suggested that to continue to raise questions about the affair reflected a lack of understanding about the complexity of foreign policy formulation.

"The Democrats are a little short on foreign policy," Mr Bush told reporters, taking aim at an area where Mr Dukakis is perceived to be inexperienced.

Mr Bush indicated too that he will portray Mr Dukakis as a liberal Democrat whose views link him inextricably to the failed policies of the last Democratic President, Jimmy Carter.

Pennsylvania's primary took Mr Bush's delegate total above the 1,139 he needs to be nominated at his party's convention in New Orleans in August. It also seems to have had a decisive impact on the Democratic party's presidential nomination race.

Mr Dukakis, who won the votes against 28 per cent for Mr Jackson.

This is expected to give Mr Dukakis 166 of the 178 delegates to the Democratic convention at stake in the state.

Mr Dukakis is now estimated to control about 1,800 delegates compared with 866 for Rev Jackson, his last remaining challenger. It takes 2,081 delegates to win the Democratic party's nomination.

Although Mr Dukakis is well short of this goal, his victory in Pennsylvania seems to have knocked the wind out of the Jackson campaign.

## Polish protest spreads as Krakow workers reject 50% pay offer

STRIKING WORKERS at Poland's largest enterprise, the Lenin steelworks in Krakow, rejected offers of a 50 per cent pay rise yesterday as fresh stoppages were planned. This is the first wave of serious labour unrest in the country since the 1981 martial law crackdown.

The 8,000 Krakow strikers, about a quarter of the plant's workforce, are demanding further compensation for sharp price rises in February, both for themselves and several million pensioners, health workers and teachers. The reinstatement of four union activists who were sacked under martial law is also being sought.

Prices rose 42 per cent in the first quarter following a government plan to reduce subsidies on many consumer items and make prices more realistic.

The official Polish press agency, PAP, hinted at a tough official attitude to the strikers. It accused them of seeking to heighten the tension in the country and implied that their real purpose to achieve a comeback for Solidarity.

The stoppage began on Tuesday morning in the wake of a successful one-day public transport strike in the northern town of Bydgoszcz.

A strike has been called at the Stalowa Wola machinery works in southern Poland for Friday, and public transport workers in Krakow are threatening to stop work on the same day.

Prices rose 42 per cent in the first quarter following a government plan to reduce subsidies on many consumer items and make prices more realistic.

Management at the Krakow plant told workers yesterday afternoon the plant had no funds

to offer beyond the 50 per cent offer already made.

## US administration presses on with Saudi arms deal

LIONEL BARBER in WASHINGTON

Awacs surveillance aircraft in the Persian Gulf.

technicians which are viewed as vital support for the US Navy's role in the Gulf.

The Reagan administration yesterday notified the US Congress that it intends to go ahead with a \$850m arms sale to Saudi Arabia, despite Congressional concern over the Saudi purchase of Chinese missiles.

The arms package is seen as a key test for the administration's ability to deliver on its pledges to sell arms to Saudi Arabia, a key Gulf ally.

The Saudis, in the face of sharp Congressional opposition, first purchased the Awacs aircraft in 1981. The surveillance operations have proved useful to the US Navy which is escorting Kuwaiti oil tankers and other US-flagged vessels in the Gulf against attack from Iran or any other belligerent nation.

The official notification of Congress follows Saudi Arabia's announcement last Tuesday that it had severed diplomatic relations with Iran and that it was signing the nuclear non-proliferation Treaty.

Under US rules, Congress has 30 days from yesterday to study the proposed sale of the military equipment. If it does not vote an objection, the sale will go through.

Boeing Corporation would provide the Awacs equipment and

## Junk bond king stays silent

BY RODERICK ORAM in WASHINGTON

TANNED, combated and mindful of his constitutional rights, Mr Michael Milken, Beverly Hills' king of junk bonds, declined to shed any light for Congress yesterday on his role as the most powerful financier in America.

Mr Ivan Boesky pleaded guilty to insider trading charges in November 1982. Rudolph Giuliani, US attorney in New York, the Securities and Exchange Commission, and a Congressional sub-committee chaired by Mr John Dingell are conducting separate investigations.

Big John's Dinnell had subpoenaed Mr Milken because he had refused to appear voluntarily in Washington. The crusty, long-serving representative from a blue collar Detroit suburb, wanted to know if Mr Milken and his Drexel colleagues had profited unfairly from junk bonds.

The prospect of a meeting of kings - Mr Dingell inherited his district from his father and is planning to pass it on to his son - packed the hearing room.

While the Californian looked like one of the healthier, though in most tense people in the room, Big John was sporting a spectacular pair of black eyes inflicted over the weekend while on a turkey hunt in Texas with Mr James Baker, the Treasury Secretary.

Mr Milken was uncomfortable at his first questioning in public about junk bonds, his lawyer quickly put him out of his misery. Mr Williams assured Mr Dingell that he had advised his client to keep invoking the Fifth Amendment regardless of the questions.

Having put his client out of his intense discomfort, Mr Williams should try his hand at helping a whole city. As owner of the Baltimore Orioles, he must bear some responsibility for the team's record of zero wins and 15 losses so far this baseball season.

## UK appeal court setback for Tin Council creditors

BY RAYMOND HUGHES, LAW COURTS CORRESPONDENT, in LONDON

The creditors' only successes were the court's rejection of the Tin Council's (TIC) challenge to High Court orders requiring it to disclose the "nature, value and location" of its worldwide assets to one of the creditors, and the rejection of the EC's claim to sovereign immunity from English court proceedings.

The parties will return to court on May 16 to deal with the consequences of yesterday's rulings. The expectation is that the whole matter will then go to the Law Lords - Britain's highest court of appeal - for a final ruling.

In a joint introduction to their judgments, the judges said contracts and other transactions were said to have been concluded when it must have been obvious to those in control of the TIC that there were no longer any funds.

The council, which aimed to maintain a balance between tin production and consumption and to prevent excessive price fluctuations, ran out of money in 1985 in a vain attempt to support the world price of tin and collapsed with debts of around \$300m (£17m).

"In other contexts," the judges said, "these allegations would be treated as fraudulent trading on a massive scale... The inference of gross mismanagement, to put it no higher, is overwhelming."

The scale of the council's operations was staggering, the judges said, and its financial collapse unprecedented.

"Other minor inter-national organisations have run into financial difficulties, but none has been abandoned by its members, let alone with emphatic disclaimers of liability to the creditors and failure to put the organisation in funds to meet its undisputed debts," the judges said.

At the end of the judgments, Lord Justice Kerr said the court had formed the clear impression that the council had given no sufficient thought as to how it should meet its obligations.

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### EC RINGS THE CHANGES ON EUROPE'S TELECOM MARKET

Washington: US Supreme Court conservatives flex their muscles

Technology: Tandy teaches CDs both to read and write

Management: How Saab found more fans among the jet set

Commercial Law: Tin Council - State traders need not pay

A bill that Reagan may veto: Blind alley for trade

Editorial comment: Battle for Rowntree: Lessons of the ITC judgment

Lex: Cadbury; Lantoro; Compagnie du Midi; preference shares

French insurance deal: Long-standing rivals join forces ahead of 1992



### YOUR POINT OF VIEW IS THE ONLY WAY FOR US TO SEE THINGS.

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OVERSEAS NEWS

Giscard takes three days before endorsing Chirac

BY IAN DAVIDSON IN PARIS

AFTER THREE days of deliberate suspense, Mr Valéry Giscard d'Estaing, former President of France and one of the main pillars of the UDF group of centrist-right parties, yesterday endorsed Mr Jacques Chirac, the neo-Gaullist Prime Minister, in his run-off against Mr François Mitterrand in the second round of the presidential elections on May 8.

In the campaign before the first round of voting last Sunday, Mr Giscard d'Estaing ostentatiously declined to endorse either Mr Raymond Barre, standard-bearer of the UDF, or Mr Chirac, on the grounds that both had served as Prime Minister under his presidency in 1974-81.

His endorsement was in fact virtually a foregone conclusion. Mr Barre came third in Sunday's vote and is thus excluded from the second round; in the face of the alarming rise in the vote for

Mr Le Pen, leader of the National Front, the leaders of the centrist-right political establishment could hardly avoid endorsing their remaining candidate.



Chill back in relations across the Aegean

By Andriana Iordanidou in Athens and Jim Rodgers in Ankara

RELATIONS between Greece and Turkey, which improved markedly following the talks in Athens last January between their Prime Ministers, Mr Andreas Papandreu and Mr Turgut Ozal, have taken a turn for the worse after the collapse of a European Community-Turkey meeting in Luxembourg last Monday.

Carlucci discounts strategic weapons treaty at summit

BY DAVID WHITE, DEFENCE CORRESPONDENT, IN BRUSSELS

NO AGREEMENT on strategic arms reductions can be expected from the Moscow summit at the end of May, Mr Frank Carlucci, the US Defence Secretary, told NATO ministers yesterday. But the US believes Moscow wants a treaty within the remaining life of the Reagan Administration.

He said the Soviet authorities were thought to consider that the current US administration - which ends next January - provided the best chance for a START agreement being accepted in the US and therefore ratified.

Israeli scientist claims Italy's grapefruit scare a sour hoax

BY JOHN WYLES IN ROME

ITALY'S poisoned grapefruit scare may prove to be a highly unamusing hoax. There were no reports of poisoning nor further evidence of infected fruit yesterday, although thousands of tonnes of grapefruit were being withdrawn from the shelves of shops and supermarkets.

Mr Addato claimed yesterday that it is virtually impossible to inject poison into citrus fruit through the stem which is spotted. The nature of its "meat" forces poison out into the skin which then becomes blotched.

The hoax theory draws strength from the fact that the tip-off phone call to the Roman police on April 19 directed them to a specific supermarket where the infected grapefruit were found.

Belgium breaks stalemate on government coalition

BY TIM DICKSON IN BRUSSELS

A NEW centre-left Government looks increasingly likely to be formed in Belgium next week following an important breakthrough last night in the four and a half month-old negotiations between the major parties.

problems led to the fall last year of the centre-right Government headed by Mr Wilfried Martens. Details of the accord - expected to be ratified by Parliament this weekend - were not clear early last night.

Stockholm to squeeze corporate liquidity

BY SARA WEBB IN STOCKHOLM

SWEDEN IS planning measures to harness corporate liquidity and curb inflation. Mr Kjell-Olof Feldt, the Finance Minister, said yesterday.

Presenting his supplementary budget, he stressed the need to stimulate household savings, cut private consumption and restrict wage increases in order to bring down inflation running at about 5.5 per cent on a 12-month basis. He also proposed raising taxes on oil and tobacco to increase spending on education and coastal defence.

companies will have to place 15 per cent of their liquid funds above a SKr50m (€4.5bn) threshold into accounts at the central bank for a two-year period. The move would effectively freeze about SKr100bn of corporate funds. Interest would be paid at below market rates.

Navies get together in the Gulf

By David White in Brussels

THE US and four European navies with naval forces in the Gulf are to seek closer co-ordination of their minesweeping operations there. However, Mr George Younger, the British Defence Secretary, underlined that this would not imply a joint command.

Naval commanders in the region of the five countries - the US, Britain, Belgium, the Netherlands and Italy - are to be instructed to keep in close touch to establish specific responsibilities and procedures.

Gorbachev backers attack conservatives

BY QUENTIN PEEL IN MOSCOW

SUPPORTERS OF Mr Mikhail Gorbachev's political and economic reforms in the Soviet Union have returned to the offensive against top-level conservatives in the Communist party, demanding that the people behind a published defence of the Stalin era be named.

The latest onslaught in the ideological debate comes from the weekly newspaper Moscow News, one of the most outspoken official supporters of Mr Gorbachev's policy of glasnost.

"It is evident that some people are hiding behind Nina Andreyeva," Moscow News says. "Some people want to make their own political business with her hands and with her opinion. Let those people reveal themselves and let them openly put forward their course, and let them directly explain their disagreement with Mikhail Gorbachev."

Yegor Ligachev, the number two in the party hierarchy. However, Mr Gorbachev and Mr Ligachev put on a public display of unity and good relations only last week, when they chatted and laughed at a ceremony in the Kremlin. The latest salvo in the debate suggests frustration on the part of the reform move.

Advertisement for Chase Corporation Limited, featuring the Chase logo and text: 'CHASE CORPORATION LIMITED NZ\$115,000,000 IRREVOCABLE STANDBY LETTER OF CREDIT FOR THE REFINANCING OF THE FINANCE CENTRE AUCKLAND NEW ZEALAND ISSUED BY The Mitsubishi Trust and Banking Corporation MANAGED BY Mitsubishi Trust Australia Limited ARRANGED BY MORGAN GRENFELL'

THIS ANNOUNCEMENT APPEARS AS A MATTER OF RECORD ONLY. It criticized the camp system for mixing ordinary criminal offenders with the criminally insane, and sexual offenders, and declared that it had clearly failed in its aim of rehabilitating prisoners and returning them to ordinary life.

Legal loopholes allow widespread copying of computer programmes, writes John Wyles

Software pirates find Italy's law has no bite

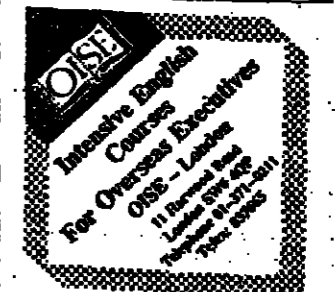
WHENEVER he had committed some outrageous act, he was asked what would happen if everyone did the same, Yossarian, Joseph Heller's hero in Catch 22 replied: "Well, I would be crazy not to, wouldn't I?" Questionable and sometimes illegal practices abound in Italy on the same basis, legitimized by custom and practice.

Italian businessmen and private users regard computer hardware as the real tool and think of the software as an incidental, though essential, adjunct. Little or no thought is being given to the shackles being imposed on the development of a domestic software industry by artificially depressed revenues.

Who are the principal offenders? Private users exchanging copies of their software are not peculiar to Italy. Rather more so are the software dealers who will throw in a pirated product to clinch a personal computer sale or who seek a national market for their copied products by advertising in the trade press.

Software manufacturer direct if he is having problems in using the package, companies are nominating one employee through whom all operating problems are channelled. One of the largest companies in Italy has copied an IBM mainframe and put its own logo on the front cover.

this to protect software products themselves but as Mr Abate-Daga says, obtaining proof of wrongdoing in the corporate sector is very difficult. Central government has also been wrestling with the problem for some time. The Italian Prime Minister's advisory council on informatics has drafted a proposed law to outlaw software piracy, but political crises and superior priorities are guaranteeing a long gestation period before it is put to parliament.



# AMERICAN NEWS

## Panama claims progress over banking crisis

BY DAVID GARDNER IN PANAMA CITY

PANAMANIAN officials believe they are close to resolving at least one aspect of the dollar shortage caused by government insolvency and the US financial sanctions strategy aimed at ousting military leader General Manuel Antonio Noriega.

Noriega's agents advanced for the Andean Reserve Fund, a multilateral agency tied to the Andean Pact trading community, in effect to act as a front for the Banco Nacional de Panama and enable steps down its functions as Panama's clearing bank, Panamanian officials say.

The pact comprises Venezuela, Colombia, Ecuador, Peru and Bolivia.

Private economists and commercial bankers linked to Panama's right-wing opposition are also deep in negotiations with the US Administration on a major economic package to refuel the ruined Panamanian economy, to come into operation only if Gen. Noriega's steps down as commander of the 15,000-strong Panama Defence Forces.

Panama's 125 banks have been closed since March 4, when BNP announced it could no longer supply them with dollars because of the freeze on its liquid assets and on government revenues in the US. The Government has been financially throttled, reduced to operating on a minimal daily cash-flow basis, while the economy is operating at barely a third of its capacity because of the shortage of dollars. Panama's currency, the balboa, is pegged to the dollar.

Attempts to persuade large commercial banks to take on

BNP's clearing functions have founded on bankers' conviction that a solution to the crisis requires Gen. Noriega's departure, and because under the sanctions the US could take reprisals against any bank with branches within its jurisdiction.

BNP has been unable to get any bank to act as a correspondent in order to extricate monies it has on deposit in Europe and the Caribbean, amounting to an estimated \$300-450m.

Agreement with the Andean Reserve Fund - which would be unprecedented given that Panama is not a member of the Andean economic and trade grouping - would resolve this problem.

However, for the Andean Fund to go on from there to act as a clearing house - which would liquidate some \$20m in Government cheques blocked in Panamanian banks - the separate issue of what one minister describes as "a secure supply of funds" would have to be resolved.

It does not look as though it can be while the crisis continues. The Government last week more than halved its tax revenue estimates for this year and is currently taking in \$97m-\$100m a month, a good deal of it in uncashable cheques.

Because of this perception that Gen. Noriega's position is ultimately untenable, the opposition has started negotiations with the US Treasury on a \$200m emergency package.

## Protectionist lobby wins key Brazil congress vote

BY IVO DAWNAY IN RIO DE JANEIRO

A COALITION of nationalists in the Brazilian congress has inflicted a crushing blow on efforts by the centre-right to guarantee foreign companies' rights.

Amid jubilant shouts of "Brazil, Brazil," congress's electronic voting board revealed late on Tuesday that the nationalists had defeated the Sentrao, or Big Centre grouping, by 279 to 210.

Had they won over just one more congressman, the nationalists would have had a clear majority, allowing them to impose their own voting agenda, including clauses outlawing mineral exploration and oil risk contracting by foreign companies.

In fact, the likelihood is that compromise wording will be found that will command a majority.

Nevertheless, minerals companies believe there is now a real possibility the new constitution could restrict them to taking only minority shareholdings in exploration activities. This is despite a

powerful lobby by oil distribution companies which is thought certain to have preserved that sector for foreign activity.

Furthermore, the wording proposed by the Sentrao gives legislators an opening for future restrictions on foreign capital.

What has alarmed those seeking to reduce protectionism in Brazil is the sheer scale of the Sentrao's defeat.

Analysis of the nationalist vote identified not only the predictable left-wing parties but also such groups as the powerful evangelical Christian movement usually identified with the right.

It is now clear that many of Brazil's biggest companies are prepared to influence the Constitutional Assembly to ensure that restraints are put on potential competitors from abroad.

This revelation will come as a blow to President Jose Sarney who has recently expressed support for a closer integration of the Brazilian economy with the world market.

## US Supreme Court conservatives flex their muscles

THE SPECTRE of an activist conservative majority on the US Supreme Court resurfaced this week in the nation's capital.

In an unusual but not unprecedented step, the court ruled 5-4 to reconsider a key 1976 ruling which gave blacks and other minorities the right to sue private parties on the basis of racial discrimination.

It was the first time the five acknowledged conservative justices had joined ranks on an important case since President Reagan's latest nominee, Judge Anthony Kennedy, took his place on the bench in February. Bitterly disputed among the justices themselves, the decision caused an uproar among civil rights groups and liberals.

If the court decides to overrule the 1976 ruling in a later hearing this autumn, it would amount to a landmark retrenchment, overturning a major precedent expanding the rights of racial minorities.

More significant perhaps is the signal which Monday's ruling sends about the direction of the court and its new built-in conservative majority.

Last year, liberal activists celebrated what they thought was a famous victory in securing the defeat of President Reagan's nominee to the court, Judge Robert Bork, in a Senate confirmation battle. Judge Bork was painted as the judicial conservative activist par excellence, a man whose intellectual power would inevitably wrench the court into the conservative camp.

Yet, as judicial scholars pointed out, Mr Bork, as Solicitor General in 1976, filed a brief on the side of the vicious black plaintiffs in the original case of *Burton v. White* (which expanded a post-Civil War ruling banning racial discrimination on all private contracts).

Mr Reagan has had the fortune to nominate three conservative

## Lionel Barber reports on a decision to reconsider a key racial rights ruling

leaning justices - Judge Kennedy, Judge Sandra Day O'Connor and Judge Antonin Scalia - during his presidency.

Together with Justice Byron White and the Chief Justice William Rehnquist, they make up a quiet capable of outvoting the ageing liberal rump which used to dominate the court, particularly on social issues.

A reminder that the court is willing to reconsider what appeared to be entrenched law appeared in a separate case this week concerning the 1978 Ethics in Government Act.

Congress passed the act as a result of the Watergate scandal when President Richard Nixon fired a special prosecutor investigating law-breaking in his Administration. The act removed the office from the Justice Department and established its independence by handing prosecutorial power to court-appointed officials.

But the Reagan Administration argues that the act strips the President of the purely executive function of criminal prosecution and therefore violates the separation of powers required by the US Constitution.

By seeking to challenge the act, the Administration is not only putting pressure on its conservative court to deliver in its favour, the outcome of the case could also affect the conviction of two former senior White House aides, Mr Michael Dwyer and Mr Lynn Nofziger, on charges of ethical violation.

## Narrow Conservative Party win in Manitoba

By David Owen in Toronto

THE Manitoba Conservatives under Mr Gary Filmon won a narrower-than-expected victory in this week's provincial election.

The Conservatives won 25 seats and 35 per cent of the vote, against 20 seats and 26 per cent for Ms Sharon Carstairs's Liberals.

The left-of-centre New Democratic Party, which formed the previous government, was left languishing in third place with 12 seats and 24 per cent. None of Canada's 10 provinces is now under NDP stewardship.

The result will be of most encouragement to the Liberals, who held just one seat in the legislature prior to dissolution. The federal Liberal party in Ottawa boasts only two western Canadian MPs. The party will clearly be hoping that this week's result prefigures a similar groundswell of support at the federal level.

As the leader of the party with the most seats, Mr Filmon will almost certainly be asked to form a government.

However, should the Liberals and NDP team up to defeat the Tories on a vote of confidence, Ms Carstairs would effectively be the next premier.

## Deborah Hargreaves reports on the revival of smokestack America

# US rustbelt polishes its image

THE silhouetted blast furnaces that scar the north-west Indiana skyline leave no doubt that Gary, Indiana (its primary takes place on May 3), and its environs lie at the heart of the US rustbelt. But as the belching smoke from five steel plants fills the air with a smell of sulphur and dusts its grimace over City Hall's Grecian pillars, Gary is at the centre of a rustbelt revival.

Smokestack America is in the process of regeneration, prompted by a lower dollar and a turnaround in the steel industry. And Gary, which was threatened with industrial dereliction only eight years ago, is slowly picking itself off the ground, and looking to the future.

With an unemployment rate of 26 per cent in 1983, this Midwest town was in real danger of becoming a ghost town. As the steel industry went through its restructuring, almost 10 per cent of Gary's tough, steel-working residents - among the highest paid industrial workers in the world in their heyday - left the city in search of work.

Much of Gary's recovery is being built on the biggest steel industry boom since the 1970s - US steel shipments rose to 76.5m tons last year, the highest level for six years. Much of the industry's investment is concentrated in the Gary area, which now accounts for 20 per cent of the nation's steel output, and Gary's economic prospects are looking

up. The recovery of steel has attracted a host of smaller service-related businesses to the area, including Gary's unemployment rate down to about eight per cent - although it is still above the nation's 5 per cent average.

Ironically, it is a British property company, fresh from its experience in the Midlands, that has attracted an array of small companies to Gary's sulphurous streets. Capital and Regional Properties started a trend in the area for recycling empty industrial plant when it bought into Gary in 1984. "We saw a tremendous amount of resurgent demand in northwest Indiana, primarily due to the rebirth in the metals industry, and realised it was underserved," says Mr John Gates, the company's Chicago-based partner.

Since 1984, 58 steel-related businesses have moved to Gary, 17 of them to CRP's Great Lakes Industrial Center, and realised it was underserved," says Mr John Gates, the company's Chicago-based partner.

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low-cost "rehabbing" provides small steel-finishing or service companies with a base close to the major mills and Gary's traditionally strong transport links with the heartland, at a fraction of that cost.

Many of the small entrepreneurial companies attracted to Gary are eager to use a pool of

labour which learned its skills in the steel industry. "The area is just loaded with good workers," says Mr Joe Hish, who runs Indiana Steel Corp, a steel plate-finishing company. Almost three-quarters of his 350-strong workforce were laid-off steelworkers, although some of those have been taken on again as the mills have picked up business.

USK has recalled some 2,000 workers it had laid off, after modernising its showpiece plant at Gary at a cost of \$300m. The Gary plant is now operating at close to 100 per cent capacity - a substantial rise from the company's overall capacity utilisation rate of 47 per cent in 1983.

At the same time Gary, licking the wounds of the last steel recession, has tried to diversify and

build a base not dependent on one industry. In the last two years, five new non-steel companies have been sited into the area, including a Japanese car exhaust maker. But Gary's image in the rest of the country has meant a hard sell for the city fathers.

Local developers are trying to emphasise the area's positive aspects and stress that, while its streets may be grimy, Gary is only a 10-minute drive from the Indiana Dunes State Park, where rolling dunes are sandwiched incongruously between Bethlehem Steel's Burns Harbor plant and the Michigan City municipal power station.

"To the operations people, who deal with the bottom lines, Gary is an easy sell," comments Mr Gates. "It's in the boardroom where you can run into opposition."

In the best traditions of George F. Babbit, Sinclair Lewis's fictional real estate developer, Gary's businessmen are working hard to boost the city's image and entice new, diversified business to the region.

In an effort to make the most of the region's lakefront, the developers have built a trim yachting marina in neighbouring Hammond, where the breezy clapboard clubhouse echoes inland Steel's integrated plant. They are now lobbying to develop Gary's folksy airport

## Disposable incomes in US increase by 0.6%

By Anthony Harris in Washington

THE RISE in consumer prices in the US in March squeezed both real spending and saving, according to the first estimate from the Department of Commerce published yesterday.

Disposable incomes rose by 0.6 per cent, in line with recent growth, but consumer prices, which were stable in February, rose by 0.5 per cent. Real consumption rose only 0.2 per cent, and there was an estimated \$3.3bn fall in cash saving.

The figures also show that demand switched sharply from cars to the depressed non-durable market.

Wage increases are still lagging prices, but labour market figures show some upward drift in settlements.

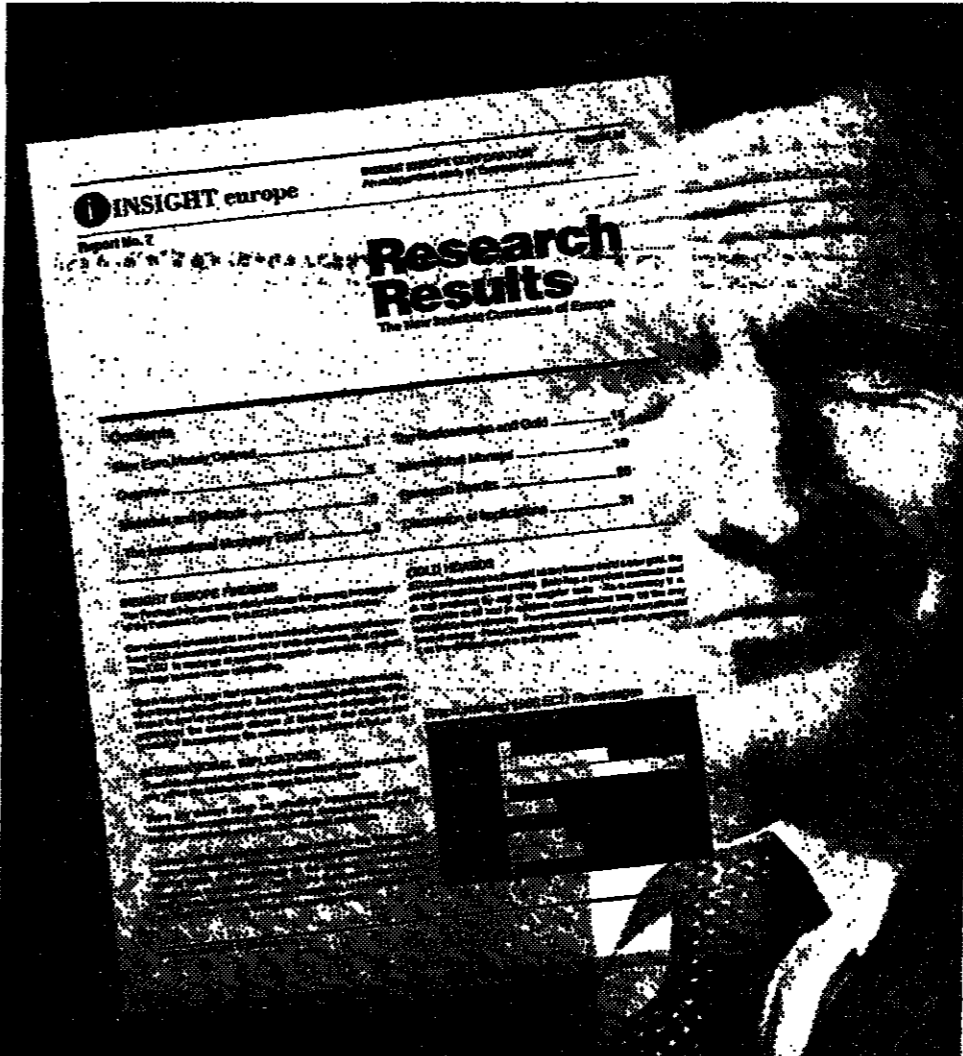
Over the last four quarters settlements have offered an average increase of 2.4 per cent in wages in the first year of a new contract, up from 1.2 per cent a year ago, and 2.2 per cent over the life of a contract (just under three years), up from 1.6 per cent.

Non-wage benefits are growing more strongly; the index for total compensation is 4.1 per cent up on the last year.

# BRITAIN'S LEADING COMPANIES TAKE ON A NEW IMAGE

For any company large or small, printed communication is one vital way of presenting a high quality image. But for many companies the cost and time taken in using outside suppliers such as design studios is often prohibitive.

However, in 1987, companies such as Ford Motor Company, Racal Electronics plc, Asda Group plc, British Aerospace plc, Allied Dunbar Assurance plc, Glaxo Operations UK Ltd and over 120,000 customers around the world decided to change the way they do business and use a revolutionary new software program, Aldus PageMaker. It enables anyone from the busy executive to the professional designer to produce high quality communications, such as internal sales reports, technical manuals and promotional brochures, in a fraction of the time conventional methods would take, and all this without leaving the office.

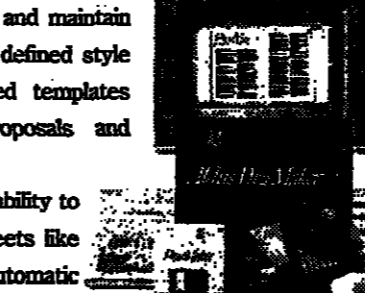


Aldus PageMaker Desktop publishing software turns your personal computer into a powerful desktop publishing system by taking data, text and graphics created in other software packages and combining them to create stunning documents in minutes, not hours. New Aldus PageMaker 3.0, is our most powerful and flexible version yet, with automatic features for producing the longest of documents.

Enhance your business's image and maintain your corporate identity with our customer defined style sheets or use our professionally designed templates for professional looking documents, proposals and overhead slides.

Other new features include the ability to import data into documents from spreadsheets like Lotus 123 and Microsoft Excel; there's automatic

text flow, spot colour, automatic text flow-around graphics and Image Control for retouching scanned images as well as all the text manipulation and editing functions you've come to expect from Aldus. And, when you are completely satisfied with your work, you can print it out to a laser printer or a photostating machine for a truly professional result - immediately.



Our national dealer network offers a unique level of training and technical support so isn't it time your company stopped wasting money and sharpened up its image? Complete the coupon below for further details.

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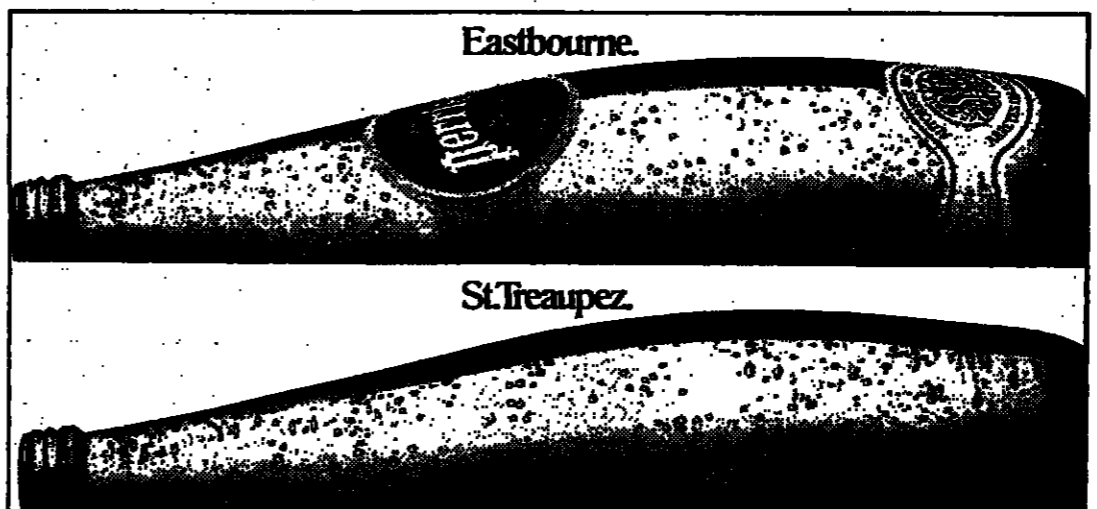
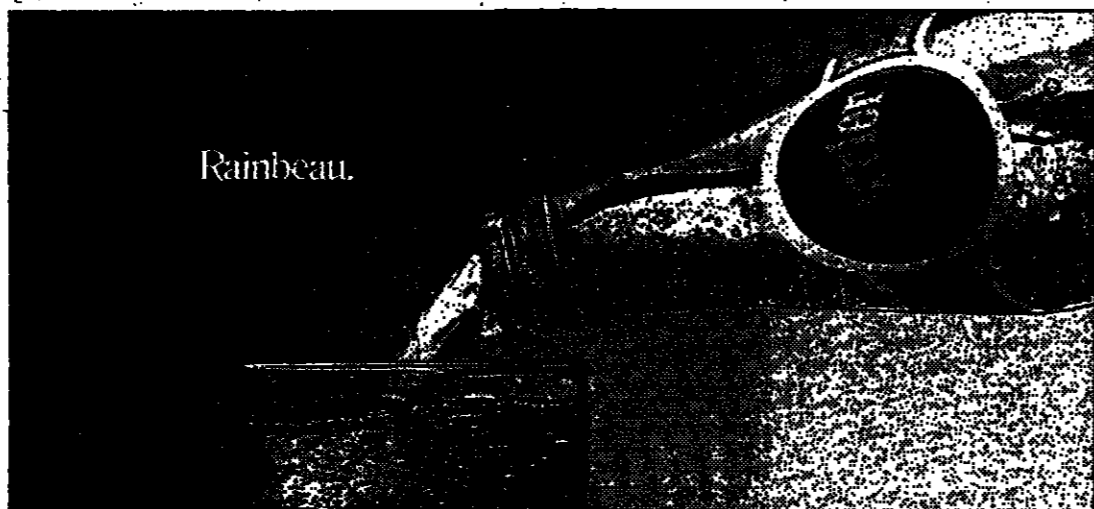
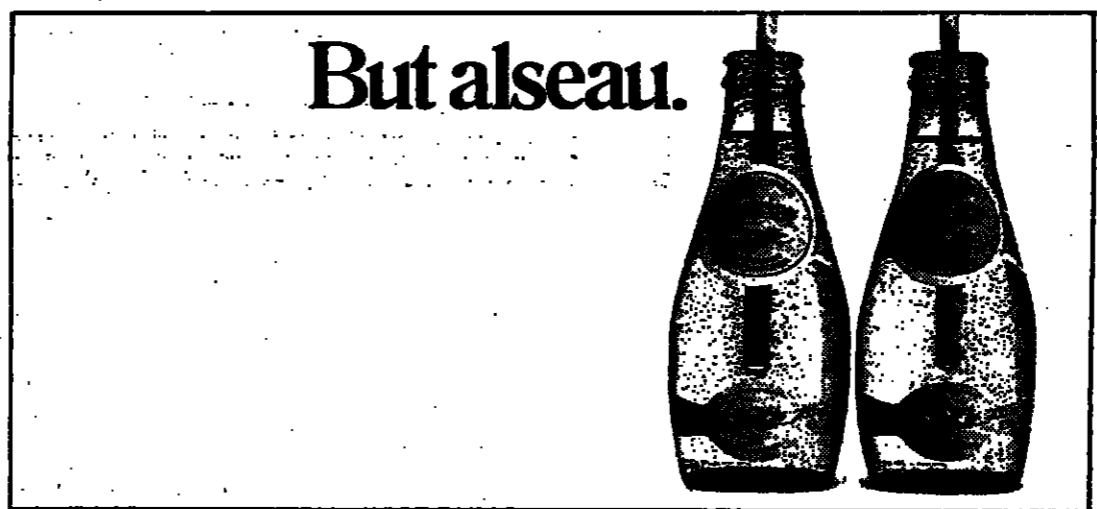
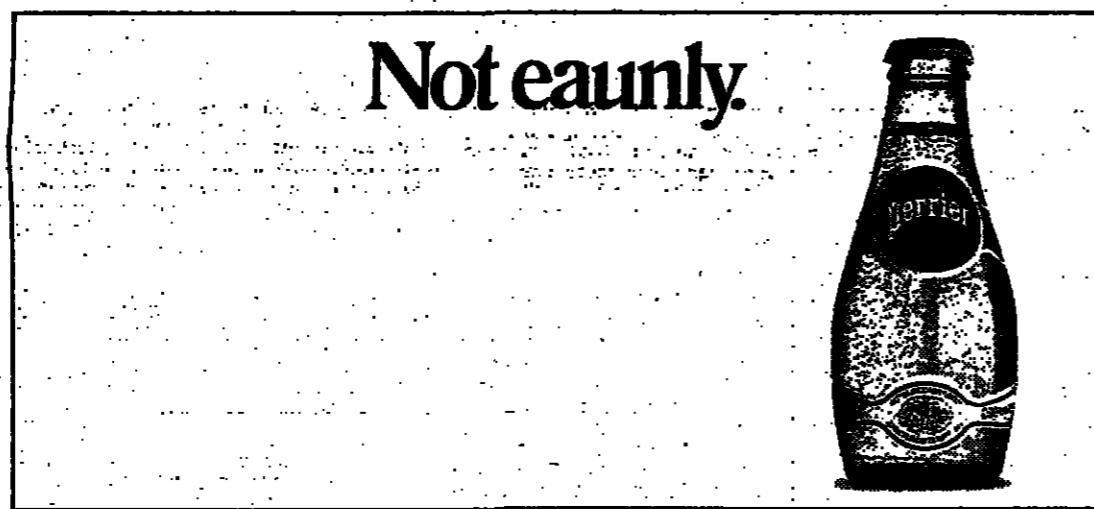
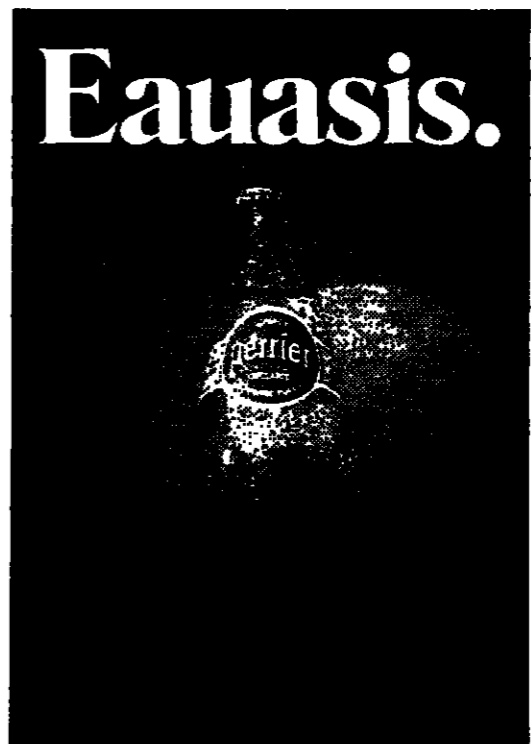
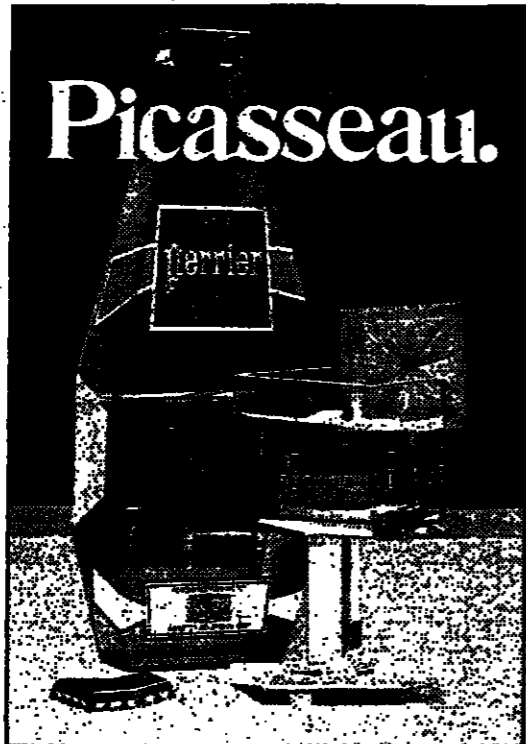
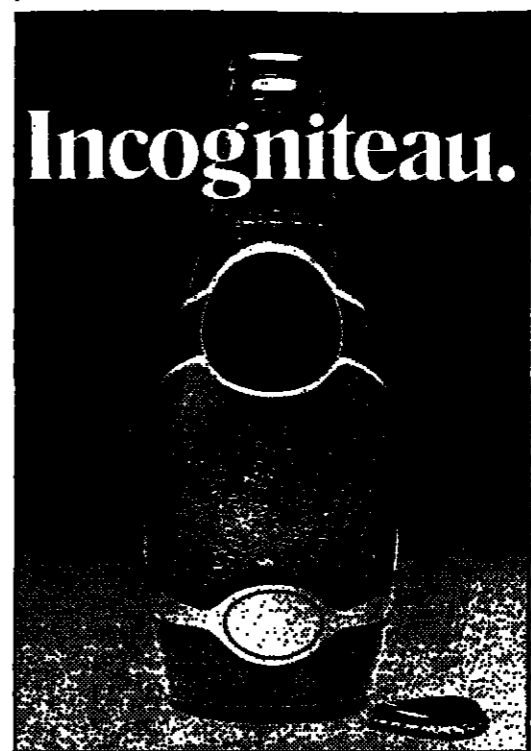
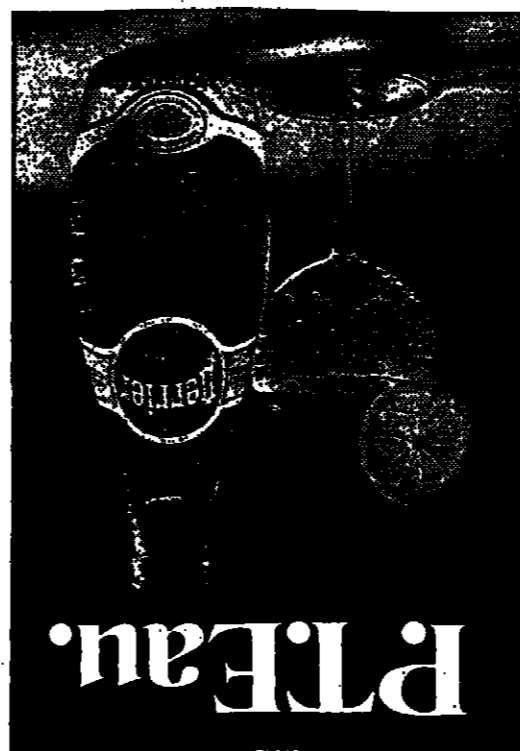
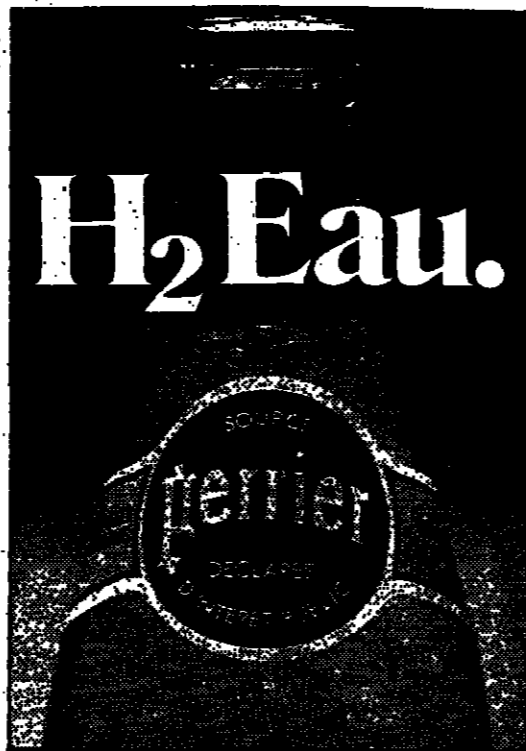
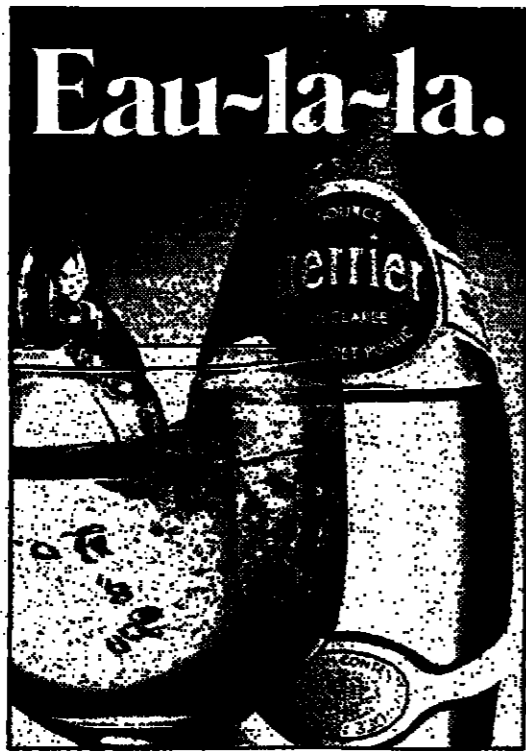
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**1978-1988. A retreauspective.**

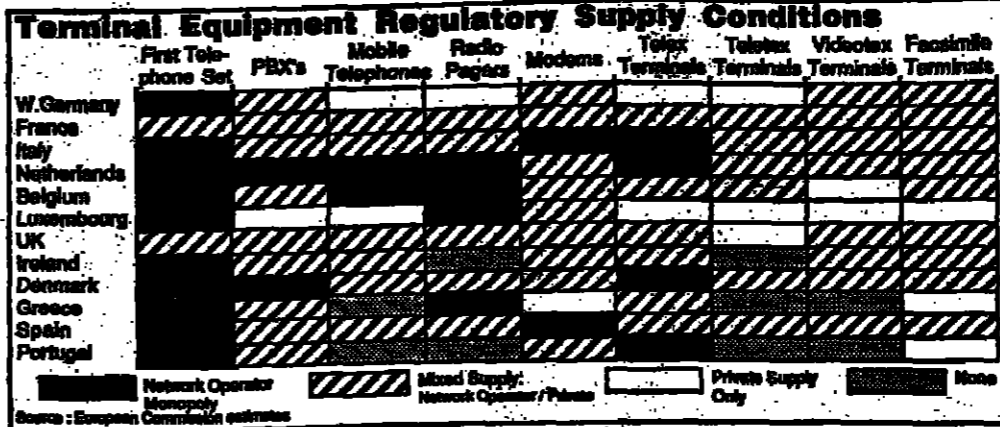
Eau-la-la appeared ten years ago, when you bought fewer than 7 million bottles of Perrier. St. Treaupez appeared last year, when you bought more than 100 million. The advertisements have all come from Leo Burnett, leaving us only to ask ourselves where Perrier's popularity has come from. The water? Or the eau?

WORLD TRADE NEWS

William Dawkins on how the Community asserts its right to dismantle state monopolies

EC acts to liberalise telecommunications

MR PETER SUTHERLAND, the European Commissioner for competition policy, will this morning present the 12 EC ministers responsible for telecommunications with something that all agree they desire: a firm plan to liberalise the Community's Ecu17.5bn (£11.5bn) market for telecommunications equipment.



and 1992 for new Community members, Spain and Portugal. Member states must start legislating by the middle of 1989 to allow the free supply of modems, PBX private exchanges and subscribers' second and subsequent telephones.

SAINT-GOBAIN DIVIDEND INCREASES BY 31%. At its meeting on 21st April, the Board of Directors of the Compagnie De Saint-Gobain was informed of the financial accounts of the group in 1987 and decided to increase the dividend to FF 43 million.

THE POWER GAME (Will NEI survive in its battle with GEC for power industry orders?) In this month's BUSINESS Magazine we look at the power struggle in the power industry.

BUSINESS POWER STRUGGLE LOW WINDSTOCK MAGAZINE

Mulroney in Washington to back freer trade

MR Brian Mulroney, the Canadian Prime Minister, was yesterday due to leave the White House surrounded by a throng of reporters for a news conference.

Haifa underground railway plan

THE northern Israeli city of Haifa is to build the country's first large-scale underground railway system, at an estimated cost of \$550m (£187m) to \$400m.

Concern grows over Chinese guarantors

CONCERN is increasing among western bankers over the growing number of Chinese organisations now empowered to act as guarantor to foreign lenders.

Moscow plans to double Brazilian trade

THE SOVIET UNION has launched a drive to increase its trade with Brazil aimed at doubling business between the two countries and narrowing its substantial deficit with Brazil.

Rise in W European diesel car sales ends

A BOOM in diesel car sales which had been virtually uninterrupted in Western Europe for 14 years was thrown into reverse in 1987.

BANCA EUROMOBILIARE has opened for business on April 18, 1988 at Via Turati, 9 - MILAN. Securities handling and settlement Foreign Exchange dealing Private and commercial banking

BP withdraws from S Korea joint venture

BRITISH Petroleum yesterday withdrew from a \$50m (£27m) joint venture refinery project in South Korea with Kukdong Oil.

BP withdraws from S Korea joint venture

BP has a second joint venture with Kukdong relating to gas distribution in the Seoul area.

The Japan Automobile Manufacturers Association said exports during fiscal 1987 declined to 6,27m, the second consecutive year of decline.

Exports to the US, Japan's major car export market, fell by 11.3 per cent from a year earlier to 3.01m vehicles, while sales to Europe, totalled 1.68m, down 0.7 per cent over 1986.

Exports to South-east Asia rose by 40 per cent to 477,700 and to the Middle East by 28.7 per cent to 221,800.

AID Newsletter, 2280 or 2415 per annum, from Automotive Industry Data, 34 St John Street, Lichfield, Staffs. WS12 6PR, England.

Handwritten note: 2000000



## NOW WE'RE STRIDING EVEN FURTHER AHEAD.



At the Annual General Meeting on the 27th April, Abbey National's Chairman, Sir Campbell Adamson, made the following comments:

"In 1987, Abbey National faced increasingly aggressive competition from all quarters. Yet we have had our best year ever.

This was achieved by improving the quality and broadening the range of our customer service, whilst remaining extremely competitive in the savings and mortgage markets.

### Record growth.

Assets rose to £26,411 million and reserves rose to £1,133 million, thus providing even more security for our members.

And our diversification has been so successful, we have made a record pre-tax profit of £353 million.

### Innovation and expansion.

Research has shown that people like to do business with us and want to do so on a broader basis. So in 1987 the Society increased the scope of its activities whilst applying the same principles that have made us so popular in our traditional markets.

The high interest Sterling Asset investment account, launched last year, has so far attracted over £5,000 million. And we opened many more Abbeylink machines, bringing the total to over 300, with access to 900 more machines through the Link network.

We have consolidated our commitment to the home buying market by the formation of the Cornerstone estate agency chain. To date, we have acquired over 130 offices across the country. We also established the subsidiary

Abbey National Homes Ltd and have started an exciting programme of new home construction.

On the broader financial front, we are now offering a range of life insurance products marketed by Abbey National and underwritten by Friends Provident. In addition, Abbey National Financial Services has been formed so that we can offer independent advice on a range of financial planning matters.

Our expansion hasn't stopped with this country. With the formation of Abbey National (Overseas) Limited, we are for the first time offering a service to British expatriates. And as part of our European strategy we have concentrated on the very promising Spanish housing market, both for Spanish Nationals and British home buyers.

Finally, March of this year saw the highly

successful launch of both our Current Account and our High Interest Cheque Account.

### Future plans.

1987 was a year of great progress for Abbey National. So that we can continue to provide the service our members want, the board has recommended that the Society seeks plc status and we will put full proposals to our members in due course.

We are confident that our policy of continued innovation will make 1988 an even more successful year."



TECHNOLOGY

# Tandy teaches CDs both to read and write

The company claims to have developed the world's first erasable compact disc. Louise Kehoe reports



TANDY Corporation, the US electronics group, took analysts, competitors and even some of its own senior executives by surprise last week with the announcement of what appears to be a major breakthrough in optical digital recording technology. The company announced that it has developed an erasable compact disc.

Tandy says it has developed a system that will share the high quality sound advantages of compact discs, and the high density data recording capabilities of their computer cassettes, Compact Disc Read Only Memories (CD-ROMs). In addition, Tandy says its innovation will be capable of recording, erasing and re-recording hundreds of thousands of times over.

Reactions to Tandy's announcement have been mixed. While many greeted the news with excitement, some experts remain sceptical, in part because Tandy said that it will be 18 months to two years before the first commercial products based on its new technology come to the market.

With its announcement, Tandy is claiming a world first. The company, not known as a technology leader, appears to have better success in recording technology as Eastman Kodak, Philips, Sony and Thomson CSF, as well as several other major companies that have been

attempting to find a way to make re-usable optical recording systems.

Tandy says that its "Thor CD" technology was developed entirely in-house at the company's Silicon Valley research centre. The research project was considered so significant that it was kept a secret, even from most of the company's own executives, says Mike Grubb, Thor CD technology director.

Thor CD has the potential to pay off with tens of millions of dollars, or even hundreds of millions of dollars in profits and royalties," says Tandy chairman, John Rosch. He reports that Tandy is "actively working with key electronics innovators around the world to license this technology for use in hardware systems and for the development of media products."

Tandy declines to identify its potential partners but says it plans to manufacture Thor CD recorders itself as well as licensing others to do so.

The company says it will be 18 months to two years before audio compact disc and blank Thor CD discs are commercially available. But it forecasts a price of "under \$300" for a recorder and says that discs will cost only slightly more than the current \$10 price of blank compact discs.

Nevertheless, several important questions about Thor CD remain unanswered. Although

Tandy demonstrated a prototype of the recording system at a press conference in New York, company officials declined to provide details of how the system works and Tandy has yet, according to optical recording technology experts, to prove the longevity of Thor CD recordings.

Sceptics believe that Tandy's apparent technology breakthrough is still in the very early stages of development and suggest that the company may still have significant technical challenges to overcome.

Experts speculate that the Thor CD discs, which are blue on one side, use a film of "dye polymer" material as a recording medium. Like regular compact disc technology, the Thor CD system uses a laser beam to detect microscopic "pits or bumps" and read data from the surface of the disc. Unlike "read only" discs, however, the material coating the Tandy discs is said to be erasable.

"Several companies have been working on developing an erasable dye polymer medium," says Bob Katsive of Disk/Trend, a market research group specialising in the data recording industry. Such systems record data using short, high energy laser beams that burn pits and change the reflectivity of the surface of the material, Katsive explains. The optical disc is erased using a longer pulse of lower energy laser light that heats the material so that it flows back into its original flat form, he adds.

Issues that Tandy has yet to address, according to Katsive, include the stability of the material over a long period, and how many times the disc can be used before the surface is degraded by bumps and ridges left over from previous recordings.

"While Tandy may be the first company publicly to announce the development of an erasable compact disc, I doubt that it will be the first to market," says Katsive. He views last week's announcement as a "pre-emptive strike" aimed at stealing the thunder of competitors.

None the less, Tandy's announcement has aroused some excitement in the consumer electronics and computer industries. "It may be one of the most important storage technology announcements of our era," says Phil Bevin, an industry analyst at Dataseq, the US market research company.

"If Tandy can pull it off, then there are very significant implications in both the audio and data recording fields," Bevin predicts.

For audiophiles, the prospect of being able to make high-quality digital recordings on compact discs is very exciting. CDs are far more rugged and potentially cheaper than alternative tape media such as Digital Audio Tape (DAT). Like DAT, however, recordable compact discs seem certain to raise the ire of the recording industry which fears mass piracy of its products.

Computer data storage systems based upon Tandy's Thor CD technology, which should become available about a year after the audio system's debut, according to the company, also promise a revolutionary change in the cost and availability of mass data storage systems.

Compact discs, including the erasable ones announced by Tandy, are capable of storing up to 650 Megabytes (650m characters) of data on one low-cost removable disc. This is more than 10 times the data storage capacity of most of the "hard disks" currently used with personal computers.

Whereas currently available CD-ROMs can be used only as hierarchical storage systems for data that does not need to be updated, Thor CD promises update and customised capabilities as well as the ability to build up a large customised database.

Yet another future application of Thor CD could be as a replacement for today's video tape recorders. Digital video recording techniques for compact discs under development by General Electric of the US, and separately by Philips and Sony, "would be complementary" to the Thor CD

# Morgan Grenfell settles its back-office strategy

BY ALAN CAME

LAST YEAR was not without its troubles for Morgan Grenfell Group. The UK merchant bank was beset with management changes, takeover rumours, a 27 per cent fall in pre-tax profits and the continued rumblings of the Guinness affair.

One area which did go very much to plan, however, was the technological development of the securities side of the business. Here the company has been quietly building an equities settlement system which experts believe is now serious contender in the "battle of the back offices" raging in the City.

Ken Holcombe, settlement director at Morgan Grenfell Securities, says of the system: "Everything you would like it to be, it is."



Paul Tucker, Morgan Grenfell director with special responsibility for systems. His confidence leads him to believe that the firm might one day establish itself as a "settlement company", charging others to clear their bargains

an appealing thought for firms struggling to come to terms with the technological consequences of deregulation.

Ever since the "Big Bang" 18 months ago, settlement has been a headache for City firms. They invested heavily in dealing and market-making systems at the expense of the "back office" and were caught relatively unprepared when trading volumes soared to unprecedented levels.

Trading today in international equities, domestic equities and in gilt, Morgan Grenfell built up much of its expertise in the period up to Big Bang through the acquisition of two City firms, the stockbroker Finch, Denny & Co, and the stockbroker Pember & Boyle.

But settlement has traditionally been the Cinderella in back office, often being passed over to a computer bureau - as was the case with Pember & Boyle which used Centrefile, the National Westminster Bank computer services subsidiary.

Therefore, when Centrefile announced last August its intention to build settlement systems for the post-Big Bang period, Morgan Grenfell (and a host of other companies) had to look for an alternative.

The immediate answer was to transfer settlement business to NMW Computers, another bureau which had a large number of customers among the smaller, country-based firms.

Paul Tucker, Morgan Grenfell director with special responsibility for systems, says it was the right decision at the time: "NMW did superbly well to get us through the most awful time."

Morgan Grenfell, however,

wanted a system that would give better management information more quickly. And, as Peter Carter, its application development manager, emphasises, management wanted an in-house system so that it could gain better control of its own data.

Possibilities from "around the world" were considered before a system written by a small UK software house, Northgate Computer Services, was chosen. The marketing rights for this were held by the major US-based software and information technology company McDonnell Douglas, which provided the computing hardware.

Called S4 (Stockbroking Settlement and Support System), the system was not ideal for Morgan Grenfell's needs, but it was decided it could be used as the core of a design tailored to meet the company's precise requirements.

McDonnell Douglas says the finished product now covers a complete range of back office settlement and information functions. "Its multi-currency facilities provide full control of foreign exchange positions, together with settlement of trades across a variety of markets including options, bonds, gilt and UK and foreign equities and interest rate derivatives."

Morgan Grenfell took the line of least risk and initially customised the system for its international equities business, an area where, in any case, NMW was weak. This operation involved an eight-month development period with the work shared between Northgate and the Morgan Grenfell systems staff.

Costing some £1m in the devel-

opment of hardware and software, this part of the operation went live in January this year. It is intended to bring domestic equities and gilts into the system in June.

Paul Tucker now believes he is ready for this year's crop of shocks to the system, including:

- The coming of SAEFS, the Stock Exchange automatic small order execution system.
- The development of institutional net settlement, where large institutional clients will have similar rights to exchange members in being able to settle bargains net with the Stock Exchange.

Scheduled for July 1, this will have wider ramifications, as Paul Tucker points out. It will require Stock Exchange members to change the tape record formats they use to communicate settlement details to the Exchange. There will be no "fall-back" position for firms which do not make the necessary changes on time.

Written in "ALL" a fourth generation language developed by McDonnell Douglas, and running on the company's super-microcomputers under the Pick operating system, S4 is reckoned to be easy to customise. It uses relational database technology and McDonnell Douglas sells the source code as part of the package - that means a firm's own programmers can easily modify the software.

The system seems to have given Paul Tucker a lot of confidence in Morgan Grenfell's settlement capability. He is talking about the possibility of establishing the firm as a "settlement company", charging other firms for clearing their bargains.

# Pratt & Whitney flight tests turbo-fan prototype

BY ROBERT GIBBENS IN MONTREAL

PRATT & Whitney Canada (PWC), the world's largest producer of small turbines, is to start testing a development model, V2500 turbo-fan engine in a Boeing 720B flying test-bed.

PWC, a subsidiary of United Technologies Corporation, has invested nearly \$25m on the test-bed project, including the cost of the Boeing. The V2500 engine is a new generation fan-jet developed by IAE International

Aero Engines AG for the Airbus A320 and other similar medium-range aircraft.

IAE is a consortium of United Technologies, Rolls-Royce, Japanese Aero Engines Corporation, MTU of West Germany and Fiat of Italy.

PWC bought the Boeing from Middle East Airlines in 1986, and has had the aircraft converted into a flying test-bed for new generation turbo-prop and turbo-fan engines.

A new C35m hangar at St Hubert airport near PWC's Montreal plant has been built to house the Boeing, and a venerable Vickers Viscount that has been used to flight test PWC turbo-props will finally be retired.

PWC is acting as sub-contractor to IAE for the test and is looking for more sub-contracting work to provide a return on the test-bed project.

The engine is number 10 of 12 existing development V2500 engines, and will be the only one to be flight-tested. About 40 hours of testing up to heights of 43,000 feet will show whether the engine behaves and handles according to specifications.

Production of V2500s has already started and international certification is due later this year or early in 1989. Once in production, the V2500 family will have cost about \$1.5m to develop.

PWC's Boeing was adapted by Aviation Traders (Engineering) of the UK. ATE modified the aircraft's right wing to carry the higher loads required for testing V2500s and made other changes. A turbo-prop test position was placed in the nose.

Fight testing begins in early May, and digital measurement equipment has been incorporated in a cradle in the Boeing's fuselage so that a test engineer can control the engine during flight.

This announcement appears as a matter of record only.

NEW ISSUE

April 14, 1988

**INTER-AMERICAN DEVELOPMENT BANK**

**¥20,000,000,000**

**JAPANESE YEN SPECIAL BONDS OF 1988—FIRST OFFERING**

**COUPON RATE 5.0%**

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SKIPTON BUILDING SOCIETY

AN OUTSTANDING FOUR YEAR PERFORMANCE

# ASSETS MORE THAN DOUBLED. PRE-TAX PROFITS QUADRUPLED.

In the four years since 1983, Skipton Building Society has more than doubled its assets to £1 billion and pre-tax profits are up four times to £127 million.

An outstanding performance which has been achieved through increases in all aspects of the Society's business combined with continued attention to cost effective management.

Growth has been sustained yet controlled with the emphasis very firmly on improving profitability.

The Skipton is now taking exciting new steps for the future, developing beyond its core building society business to broaden its profit base.

A good example of this is the recently launched subsidiary, Homeplan Management, which is already becoming a significant force in mortgage administration for other major lenders.

	1987 RESULTS	FOUR YEAR PERFORMANCE
PRE-TAX PROFITS	+17% to £12.7M	+317.7%
MORTGAGE LENDING	+24% to £284M	+318.0%
FREE CAPITAL	+30% to £30.5M	+243.8%
MANAGEMENT EXPENSES	-4% to 74p per £100 Assets	-51.1%

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SKIPTON BUILDING SOCIETY

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MANAGEMENT: Marketing and Advertising

settles  
ategy

IT WASN'T that we had a bad image. We didn't have any image, says Bryan Hatter, deputy managing director of Saab Great Britain.

That was just four years ago. Now Saab's cars are parked up-market among the Mercedes and the BMWs; and the way in which Saab moved into that niche in the UK has helped to promote today's international perception of the Swedish care-to-aircraft group as a model for the future of the automotive industry.

Back in 1984 Saab GB took a long, hard look at itself as it prepared to launch the 900 model, a high performance, executive car. "We asked ourselves whether we were capable of marketing effectively at such a level," says Hatter. The short answer was highly negative. "The changes that were most of the kids won with the introduction of the Saab 900 turbo in 1979 had been dissipated in the recession.

Market research by the Sussex firm of MASON Shakespeare showed that the tiny minority of Saab drivers thought very highly of the marque. But at least as many British motorists found it "boring", "dull", "quirky" and "old-fashioned"; and the great majority were unaware of it.

Research also suggested that Saab's dealer network, set up to deal with low volume, inexpensive cars, fell short of standards associated with an exclusive car. Saab produced a video to administer a little shock treatment to its dealers, and prepare them for the changes that were clearly necessary if the company were to achieve its ambitions. The theme tune was "Only the lonely..." and its sting-in-the-tail message: "A Saab is not sold, it is discovered."

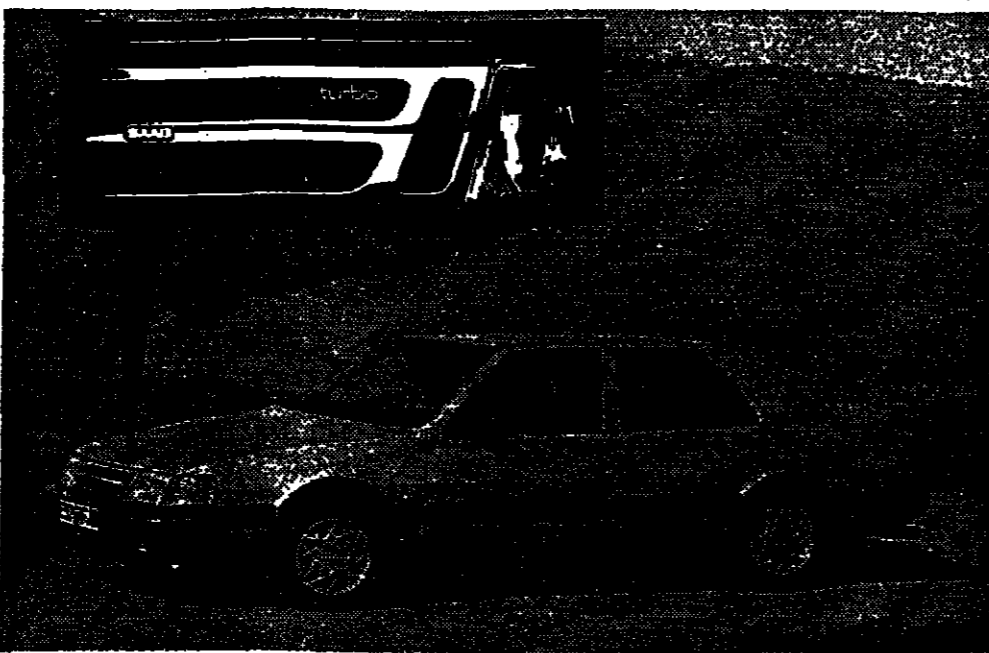
Work then began on upgrading and rationalising the network of 156 dealers, many of whom had been with Saab since it introduced its first two-stroke car in the early 1960s. Since 1984, some £17m has been invested in improving dealer facilities. The number of dealers has been reduced to 125, but they are spread more evenly across the country.

Saab, with help from such bodies as the Institute of Marketing, ran special training courses to give the dealers more management and marketing know-how as well as technical, service and sales skills.

"We had to convince the dealers that we had the product range that would give them a good return," says Hatter.

The next crucial task was to demonstrate that Saab could market its new range by raising the awareness and appeal of its marque.

A score of advertising agencies was invited to compete for the account. Stuart Bull, director responsible for new business and



The association of cars with aircraft has helped Saab position the 900 in the more exclusive end of the market

# How Saab found more fans among the jet set

Philip Rawstone explains how the Swedish group's marketing concept helped move its cars up-market

planning at KMP Humphreys Bull & Barker (KHBB), won with a pitch on which all Saab GB's advertising has since been based. "He showed us what had been staring us in the face," says Hatter. "He identified us as the only car made by an aircraft manufacturer."

Back in 1984 not many people in Britain knew of that association. But, as Bull showed, it was a link that evoked powerfully appealing images. He conducted vox pop interviews on the streets. "What would you imagine a car made by an aircraft company would be like?" he asked.

The responses sounded as though the advertising copywriters were already at work. People expected it to be "technically advanced... fairly sporty... aerodynamically designed... reliable... safe... powerful... and to have sophisticated instruments... good handling... quality."

Saab GB was enthusiastic; eager to put these emotional images of the car-aircraft, the driver-pilot, on to British television screens. Saab-Scania, the Swedish parent, was more sceptical and cautious. Sweden does not have commercial television;

and the board took some persuading that a TV advertising campaign would be cost-effective.

The new advertising, in fact, started in the specialist motoring magazines, but the first TV commercial - featuring a Saab fighter taking off over a Saab car, and filmed by Tony Scott, who later was to direct Top Gun for Hollywood - was finally screened early in 1985. It ran for 1min 50sec. The only words spoken were: "From 7% million to 7% thousand... Saab. Nothing on earth comes close."

The first results showed up, unexpectedly, not in demand for new Saabs but in a sharp rise in sales and prices of Saabs in the used-car market. But it was not long before sales of new cars also began to rise.

A second TV commercial was brought out in 1986. In this, a Saab 900 races through a bleak state quarry and then apparently turns into an aircraft shooting skywards. It was filmed by Richard Longcrane, who has since directed The Missionary for the cinema.

This weekend, a third commercial - again filmed by a director, Martin Campbell, whose first cinema feature, Criminal Law, is due for release - will launch on TV the Saab 900 CD models, the most luxurious yet.

Channel 4 news viewers have already had a preview - Saab allowed it to be shown earlier this year after the proposed merger between British Aerospace and Rover focused attention on the Swedish group. It was shot in Wiltshire in Barnes Wallis's old aircraft hangar, with troops of the Parachute Regiment appearing menacing in black uniforms heightening the atmosphere for the uncovering of the secret - "there are two new Saabs."

Spending on the advertising campaign has been relatively modest. Saab GB's budget has increased from £1.83m for the 1985 launch, to £2.7m in 1987, and around £4.2m this year.

Hatter claims there is a lot to show for it. Turnover increased from \$64m in 1985 to \$112m last year. Despite Saab's limited production, the number of cars sold has risen from 8,575 to 10,441 over the same period, with sales of 11,500 confidently predicted this year.

More important than the mere

rise in numbers is the change in the types of car being sold. In 1985 only 23 per cent were turbos or injection. Now that figure is 95 per cent. The average retail value has almost doubled to £18,545.

Hatter says that though Saab's share of the total British market is still less than 1 per cent, it now takes 4.5 per cent of the up-market, £15,000 - £25,000 segments; and its growth is ahead of the market's as it fills the gaps in its product range.

Saab's dealer franchises - still short of both new and used models - are now the third most profitable those of Mercedes and BMW, which they now see as their main competitors.

The television advertising continues to concentrate on building the marque, the brand image. "There was very little change in Saab's cars between 1985 and 1987," says KHBB's account director, Nigel Fordism, "but our research showed that over that period there was a 15 per cent increase in the number of people who thought the cars matched their requirements. The advertising had obviously helped persuade them that Saab was their type of car."

He is also investigating other methods of promoting Saab in the market-place. "For the past three years," he says, "we have been testing various direct marketing concepts. We believe that we must begin to talk directly to the customer. We have a prospective database of some 250,000 people, mainly business executives."

But KHBB's advertising - in which the agency's senior executives, chairman Richard Humphreys, creative director and longtime Saab driver, David Barker, and Stuart Bull continue to take an active interest - is now becoming the model for Saab's advertising worldwide, as the public's spontaneous recall of its imagery remains high.

It is the lack of such consistency in Saab's advertising in the United States that has just prompted the company to remove its \$30m (£18m) account there from Ally Gargano/MCA Advertising and give it to Lord, Kinsteins, O'Neill & Partners, the fledgling agency which is involved in a legal battle with Martin Sorrell's WPP Group.

The criticism of Ally Gargano - the former head of which, Carl Ally, is now Saab's advertising guru - is not that its advertising failed to create sales but that it failed to find a memorable theme.

The British agency's second television commercial was adapted for some overseas markets; the third has been made with several others in mind. It seems certain that, increasingly, KHBB's ideas will be put to work in such potential growth areas as West Germany, Australia and Canada.

## Direct marketing

# Technology opens the door

Philip Rawstone reports from the 20th symposium in Montreux

THE DAY OF the direct marketer has arrived, Jonah Gititz, president of the Direct Marketing Association of the United States, assured the industry's 20th annual international symposium being held in Montreux, Switzerland, yesterday.

New technology was spreading rapidly, opening more lines of communication to consumers; data processing was getting cheaper; and markets were becoming more segmented.

"We are in an era that is made for the direct marketer," Gititz declared.

Technology was shaping the future of the marketing industry in the US and, in varying degrees, in the rest of the developed world.

In the US there were now 44m households with video recording; 41m homes were wired for cable television; 5m homes had personal computers, and the PC market was growing by 30 per cent a year.

"Modern technology has become as much a consumer imperative as electric lights, a telephone and a radio were in years past," Gititz said. And it was being used increasingly for direct marketing.

Home Shopping, QVC, and CVN, the three largest 24-hour cable TV home shopping channels had a total turnover last year of \$1.5bn.

Retailer J C Penney had launched a new TV shopping service in Chicago in which customers' phones were linked to a computer for push-button orders. IBM and Sears were introducing a shopping and information service through home computers.

Video catalogues were increasing; and video tapes were used last year to sell, among other things, property worth \$88m.

"There are today more than 500 companies in America involved in electronic marketing," Gititz said.

Changes in US society - often setting a pattern for western Europe - were also moving in favour of the direct marketer. By the year 2000, he predicted, 20 per cent of US households would routinely acquire products which only half that number could afford now.



FOR SOMEONE WHO DOESN'T FIT ANY MARKET GROUP YOU SURE DO SPEND A LOT

be served almost wholly through direct marketing channels. The post-war generation of "Baby Boomers" had split into many sub-groups. "Blue Collar" skilled workers, who held the traditional values of their parents, were changing as rapidly as the industries that employed them. There was now a "New Collar" group - grown up nature people, and income but with a better education and radically different values.

The "Yuppies" had been surpassed as marketing's main target group by the "Grumpies" - people of the same age and income but with a better education and radically different values.

Cutting across these groups were yet others - the "Otinks", one-income, no-kids families, whose wants and spending power were much different from those of the "Dinks", dual income, no kids families.

"These divergent groups," said Adams, "require highly targeted and relevant advertising."

In the US last year, 10,000 new products were introduced, many of them aimed at narrow consumer segments. Though direct

marketing would not replace general advertising, he said, it would inevitably become a more important part of the marketing mix. Advertising agencies would increasingly run integrated campaigns in which advertising, sales promotion, and direct marketing would play mutually supportive roles.

"With the data base that direct marketing creates, an advertiser can isolate his prime prospects, better understand them, and communicate more specifically with the advantage of a dialogue."

"As a result, he can achieve greater trial rates, build brand loyalty, more accurately measure results, and better improve his product."

These key note speeches from the US added to the buoyant atmosphere among the 3,000 marketers from 37 countries attending the symposium. Marketers in every field, from financial services to political fund raising, reported a growing acceptance of direct marketing, for so long the poor relation of advertising, and success for its methods.

In the European Community, attention is eagerly being focused on the prospects of a unified market in 1992.

More marketing money would be necessary in the financial sector as increased competition forced all players to become more aggressive and innovative in the use of marketing techniques, said Philippe Palliat, Vice-President of Citibank in West Germany. But 1992 would be "a bank marketer's dream" he said.

## BRAKING WITH TRADITION.



The XJ-S V12 Coupe has the potency to bring a distant blur into sharp focus.

Effortlessly. Equally impressive is an advanced anti-lock braking system like no other in the world.

Developed over many years by a team of engineering perfectionists, it even has anti-yaw control.

Together with an anti-dive independent suspension system, it means the V12 Coupe can take varied road conditions in its stride.

While to keep the outside world in its place air conditioning is standard equipment.

Although the heated front seats are a totally new bolstered design, some things remain unchanged.

If you still seek that unique combination of wood and hide, you will not be disappointed.

Leather even stretches to the steering wheel.

In the XJ-S V12 there are certain traditions we would never break.

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WHEELS SHOWN ARE A NO-COST OPTION. JAGUAR CARS LTD, COVENTRY ENGLAND.

UK NEWS

# Thatcher averts Tory revolt with benefits retreat

BY PETER RIDDELL, POLITICAL EDITOR

THE CONSERVATIVE Government yesterday bowed to pressure from its own backbench MPs and announced concessions worth £100m to alleviate immediate problems created by this month's changes in the housing benefit system.

The adjustments sufficed to take the steam out of a threatened large-scale revolt in the House of Commons last night by Tories, including normally loyal MPs. At the end of the debate only a handful abstained and the Government had majorities of 95 and 87.

Some Tory members, however, warned of the need for further action. They said that the Government had done just enough for the time being but that they expected more concessions following this autumn's public spending review.

Yesterday's announcement by Mr John Moore, the Social Services Secretary, represents a change by the Government in positions recently defended by Mrs Margaret Thatcher, the Prime Minister. This follows an avalanche of letters to MPs and complaints at constituency surgeries.

The main changes are that the level of capital and savings above which entitlement to housing benefit will be lost is to be raised to £3,000 from £2,000, and that there will be provision of transitional help for claimants with

benefit reductions of more than £2.50 a week. This will affect mainly disabled people, pensioners, families with children and single parents.

Mr Neil Kinnock, the opposition Labour Party leader, claimed his party had forced the Government to make concessions they had not wanted, but argued that the changes had "still only softened the blow for about one in 15 of the people that they've robbed with their changes. People on pathetically low incomes will still bear huge losses."

The whole episode has been embarrassing for the Government following a series of Tory backbench revolts over the past fortnight. There have been reports of angry reprimands among senior ministers with Mrs Thatcher demanding to know why there had been problems with the new benefit system.

But some senior Tories claimed last night that there might be beneficial side-effects if Mrs Thatcher and her advisers now paid more attention to backbench concerns.

After a number of criticised Commons performances, Mr Moore made a robust speech. He said the reformed system of social security would remain intact, while arguing that it was right for the Government to act "promptly and decisively" to deal with problems where the change had been too abrupt.

# BBC TV expands daily business news coverage

BY RAYMOND SNODDY

THE BBC is planning to introduce comprehensive daily television coverage of business and finance as part of an expansion of news and current affairs. It involves an additional injection of £54m over the next five years.

Mr Tony Hall, editor of BBC television news and current affairs, said yesterday that specialist reporters would begin in January providing a nightly report for Newsnight, the late night current affairs programme, on the main financial stories from London and New York.

By late spring the service would be extended to include a daily early morning programme including reports from Tokyo on the-hour business updates.

The specialist economics unit will also produce a full report for the One O'Clock News and contribute to television news bulletins throughout the day.

The details of future television news coverage emerged yesterday as Mr John Birt, deputy director general, introduced the BBC's five-year plan for its news and current affairs.

# Alan Cane examines worries in the financial services industry over its readiness for tomorrow's deadline

## Firms face difficulty adapting computers for A-Day

FINANCIAL services companies are having severe problems ensuring their accounting and information systems will comply with new regulations, demanded by the Financial Services Act, which came into force tomorrow - so-called A Day.

This means that from next week firms dealing in all forms of financial services - including securities, unit trusts and insurance - face a difficult period while they complete the largely computer-based systems.

Those which fail to develop adequate methods face being banned from trading when regulatory officials begin their

inspections later in the year.

In addition, the industry faces further problems with some small companies which are finding it difficult to raise enough cash to ensure they have adequate capital under the terms of the act.

Senior managers at a number of firms yesterday condemned the timescale for introducing the new systems, without which they cannot secure interim approval to carry on trading from their self-regulatory organisations, such as The Securities Association (TSA).

From tomorrow, it will be a

criminal offence for a company to trade in financial services without such approval.

Commenting on the timescale for the system changes, one senior executive said: "The way this system has been introduced is nothing less than a disgrace."

Another executive complained: "It is very difficult for anybody to be sure of where they are with the continual emergence of new transitional arrangements."

To help solve the problems, the Securities and Investments Board, the City of London's regulatory watchdog, and the self-regulatory organisations have over the past few weeks intro-

duced a series of transitional arrangements.

However, firms complain that these, like the new rules, are difficult to interpret.

In the past two days, for example, the Securities Association, which is the self-regulatory organisation for securities houses, has relaxed its rule on securities dividends which have to be paid to clients.

Originally it was insisting that dividends collected should be paid out within 24 hours of receipt. It has now extended the period to two weeks.

Mr Lindsay Thomas of TSA's

systems enforcement division agreed that the timescale had been a problem for many firms, but it had been a two-way process.

His association had modified rules which firms had said were unclear, then the firms complained of further changes.

He said the timescale difficulties had been compounded by the fact that many firms were poorly organised to produce management information in the first place.

Many firms' accounting systems had yet to recover from

the volume of business experienced after the "Big Bang" deregulation of Britain's financial markets in 1986.

"We are not here to keep perfectly competent firms from trading," Mr Thomas said.

He pointed out that if stock market activity increased, orders would be issued to restrict trading in those firms whose back offices clearly could not take the strain.

A small number of firms, he said, faced a trading ban if they could not show by tomorrow that they had adequate capital under the terms of the act.

# Insurers braced for upheaval over disclosure ruling

BY NICK BUNKER AND CLIVE WOLMAN

THE SURPRISE move announced on Tuesday to compel life insurance brokers and other independent intermediaries to disclose commissions received for recommending particular policies may sound like a technical reform. However, it will have a greater impact on investment advisers and the financial services industry than any other provision in the new structure of investor protection.

The political reversal has been dramatic. For the past three years, the insurance industry and the Securities and Investments Board, the chief regulatory overseer, have been working on the assumption that the industry would be exempted from the full disclosure requirements that have been applied to all other investment businesses. The SIB itself was reluctant to challenge the accepted wisdom, partly because it feared further delays in introducing the system and because of the influence of its board.

The insurance companies viewed all the hurdles through which the new rulebooks of the self-regulating organisations had to pass, including the scrutiny of the Office of Fair Trading, were viewed as a charade designed merely to satisfy protocol. They continued to squabble over the details of their rulebook, causing delays, on the assumption that it would be approved anyway.

The appointment of Lord Young as the Trade and Industry Secretary after last year's election has had a decisive effect. He felt little commitment to preserving the policies of his predecessors and emphasised the need to promote competition and attack restrictive practices.

The insurance industry has long devoted a large share of its creative energies into exploiting loopholes in rules, both of trans-

LIFE insurance companies are to be compelled to disclose what proportion of their policyholders' premiums are being absorbed in charges and expenses, following the decision that insurance brokers must disclose what commissions they are being paid for recommending policies.

Officials at the Securities and Investments Board yesterday indicated that expenses disclosure would be part of a package of new rules to remove any biases against

commission-paying companies in favour of those which employ direct sales forces.

A document on calculating expenses has been prepared and the SIB will ask for representations on the report. It expects to introduce the new requirements by the end of next year.

Sir Gordon Boardie, the Director General of Fair Trading, urged adequate disclosure, to ensure "a level playing field" between independent brokers

and company salesmen.

Sir Gordon also withdrew his objections to the rulebook of the Life Assurance and Unit Trust Regulatory Organisation (Lantro) because of its agreement on disclosure. This will allow Lantro to be recognised today as the fifth and final self-regulating organisation under the new investor protection framework.

The insurance industry yesterday reacted to Tuesday's announcement with anger, tempered by reassurances that

reform would not be as serious as first claimed. The Campaign for Independent Financial Advice blamed the European Commission for enforcing the change and said practices in the rest of Europe were worse than in the UK.

The stock market took the news calmly with little movement in share prices. One analyst said, however, that publicity over commissions could have an adverse effect on insurance companies.

Between 1978 and 1986, new life premiums expanded on average seven per cent per annum in real terms. In 1987, new business grew more than 25 per cent to £12.16bn. And in the short-term, the industry should maintain much of its sales momentum.

First, the buoyant housing market is leading to big sales of mortgage-linked life policies. Second, legislation freeing individuals from spring 1988 to buy new-style personal pensions may produce another sales boom.

But while sales growth may continue, the same may not be true of profitability - which could be squeezed heavily if commissions have to spend heavily to build new marketing channels. The industry's profitability so far in the 1980s can be attributed to a combination of circumstances - rising stock markets, relatively high interest rates, the endowment mortgage boom, and a remarkable freedom from regulation of selling practices.

Not everyone agrees with Mr John Ginnis, insurance analyst with Banque Paribas Capital Markets, who says last October's stock market crash "dealt a fundamental blow to the life assurance industry."

But it has damaged the ability of life companies to use their capital gains to maintain the high bonus rates with which they have wooed policyholders and their own shareholders alike in the last few years.

action and regulation. Yesterday, insurance companies were already thinking up ways to minimise the effect of full disclosure of commissions. However, the obligation to disclose commission is likely to be required both when a policy is sold and in writing in the subsequent notice from the insurance company.

As customers become aware of the large sums that insurance brokers or building societies are being paid, typically about £500 for recommending a £40,000 endowment mortgage, they will be encouraged to ask for a rebate of part of the commission. Such negotiations must favour the emergence of a fee-based system in which the intermediaries are paid on an hourly basis for advice that they give.

The new regime is also likely to require more explicit disclosure of the total charges or

expenses that insurance companies take out of their policyholder's premiums before - and while - they are invested. This will create a niche for insurance companies to pay no commissions and to cut down their sales forces and other marketing expenses to the barest minimum and then to promote themselves to fee-charging independent brokers on the basis of having the lowest expense ratios.

The first impact is likely to be on those mutual insurance companies, such as Standard Life, Norwich Union and Scottish Amicable, or shareholder-owned companies like Equity & Law and Sun Life, which rely on independent brokers.

Even before this week's announcement, many feared a shrinkage in the number of brokers and independent intermediaries, because they would face

heavier costs from regulation. One trend in the past 12 months has been for "direct selling" offices, such as Abbey Life, or London & Manchester, to recruit independent intermediaries to their sales forces.

But fears of a big contraction in the intermediary market had been subsiding as it became clear that about 9,500 small businesses would be authorised independent investment advisers under the Financial Services Act. That was until Tuesday.

When independent intermediaries, including banks and building societies, realise they will have to tell customers exactly how much commission they get "they are just going to panic," says Mr Roger Ackman, insurance analyst with SBCCI-Savory Milin, the stockbroker. Many will become direct salesmen and "the ultimate could see a large part of

their distribution system just vanish in 1990."

If so, even the mighty Standard Life might find itself forced to abandon sole use of independent intermediaries and set up a sales force, a long costly process.

In theory, then, the winners should be the unit-linked life offices, such as Abbey Life, Allied Dunbar and TSB Life, which already have well-developed armies of direct salesmen. Other winners could be those companies which rely on door-to-door salesmen. They are building direct sales forces at the moment and have the financial strength to try even harder still.

The new publicity for commission rates and expenses could damage the entire industry's image, and slow down sales growth. But, says Mr Ackman: "In the long term, the direct selling companies will be the win-

ners. In the short-term, there is going to be a lot of pain as the whole industry goes through a painful restructuring."

Mr Ginnis' news does unleash a radical upheaval in life assurance marketing methods, then it may add to the pressures which are already eroding the profitability much of the industry has enjoyed since 1980.

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See Page 28

Marlboro, the number one selling cigarette in the world.

سور اجنيل

# For ASPIRIN pain relief TAKE



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Notice to Holders of 64% Convertible Subordinated Debentures Due 2002 of

**W. R. Grace & Co.**

Pursuant to Section 1306 of the Indenture dated as of September 15, 1987 from W. R. Grace & Co. (the "Company") to Manufacturers Hanover Trust Company, Trustee, with respect to the above-captioned Debentures, notice is hereby given that the Board of Directors of the Company has approved, and recommended that the shareholders of the Company approve at a meeting to be held on May 10, 1988, a plan of merger under which the Company (incorporated in Connecticut) will become a subsidiary of a New York holding company, presently called W. R. Grace & Co. - New York ("Grace New York"), and each share of Common Stock, par value \$1.00 per share, of the Company (other than shares as to which appraisal rights are exercised) will be automatically converted into a share of substantially identical common stock of Grace New York. The merger is expected to become effective as soon as practicable after such approval by the shareholders. It will not be necessary for holders of shares of Company Common Stock to exchange their certificates for certificates of Grace New York common stock.

Date: April 27, 1988

Notice to Holders of 7% Convertible Subordinated Debentures Due 2001 of

**W. R. Grace & Co.**

Pursuant to Section 1306 of the Indenture dated as of February 7, 1986 from W. R. Grace & Co. (the "Company") to Manufacturers Hanover Trust Company, Trustee, with respect to the above-captioned Debentures, notice is hereby given that the Board of Directors of the Company has approved, and recommended that the shareholders of the Company approve at a meeting to be held on May 10, 1988, a plan of merger under which the Company (incorporated in Connecticut) will become a subsidiary of a New York holding company, presently called W. R. Grace & Co. - New York ("Grace New York"), and each share of Common Stock, par value \$1.00 per share, of the Company (other than shares as to which appraisal rights are exercised) will be automatically converted into a share of substantially identical common stock of Grace New York. The merger is expected to become effective as soon as practicable after such approval by the shareholders. It will not be necessary for holders of shares of Company Common Stock to exchange their certificates for certificates of Grace New York common stock.

Date: April 27, 1988

## UK NEWS

James Buxton previews Britain's latest garden festival in a transformed city

# Glasgow presents its prettiest face

A COLLECTION of enticing outlines and gaudy artefacts against a blur of greenery, just across the river Clyde from the centre of Glasgow, will today come alive as Britain's latest garden festival - an extravaganza which it is hoped will mark another stage in the recovery of Scotland's largest city.

After three years of earthmoving, construction and the planting of thousands of trees and shrubs, the Glasgow Garden Festival begins its five-month run today, with an official opening by the Prince and Princess of Wales tomorrow. The organisers hope to attract between 3m and 4m people to what will be Britain's biggest single tourist attraction this summer.

A garden festival is a rare hybrid, blending strains from great exhibitions, theme parks, outdoor music festivals and the Chelsea Flower Show. Into the 120-acre site of the Glasgow Garden Festival are crammed a 210ft viewing tower, a ferris wheel, roller-coaster, a sports arena, a harbour and a tramway which transports visitors along one of the longer stretches of the site in museum piece trams.

Wandering about - there is no guidebook - the visitor might stumble across a pipe band performing, have the chance to sit in the cab of a British Rail High Speed Train, seek the peace of one of the innumerable gardens, large or small, bump into a sheep, or witness a performance of the industry or hear the Glasgow Philharmonic giving an open-air concert.

Virtually everything is sponsored - for example a bank provided the viewing tower, and a whisky distillery put in the new footbridge across the Clyde. The festival is intended to offer a fun day out for the whole family, and there is so much of it that it would take several visits to do it justice. It is the latest in a line of succession which began in West Germany. Such festivals were used after the Second World War as a means of reviving bombed-out cities, by raising spirits and applying a concentrated burst of investment to part of the city's landscape.

The first garden festival in Britain was held four years ago in the industrially-devastated north-western part of Liverpool, partly on the initiative of Mr Michael Heseltine, who was then Environment Secretary. A second was held in the east Midlands town of Stoke-on-Trent in 1985. However, while the Liverpool

festival was considered a success, attracting 3.4m visitors, Stoke's was considered a flop: it brought in fewer than 2m people and left a deficit of about £5m on what was a heavily subsidised event in the first place. The blame was put on the appalling summer weather of 1986, poor promotion and the fact that a surprising number of people turned out to have little idea where Stoke was.

Although garden festivals are planned for Gateshead, in the north east, in 1990 and the Welsh town of Ebbw Vale in 1992, the Government instead last year put it may not fund one in 1984: it has set consultants to work to see whether festivals provide value for money.

Festivals are expensive. The Scottish Office puts the gross cost of creating and running the Glasgow festival at £21.5m. After ticket sales and other revenues the net cost is being estimated at £12.7m, a necessarily rough calculation which depends heavily on the number of visitors, the final sponsorship tally (now put at £14.5m) and the use of the site after the event.

The net cost is being funded by the Government through the Scottish Development Agency which owns the garden festival company.

The figures are higher than previously published estimates - which put the gross cost at £26m, and the net at £15m - because, the Government says, of inflation, the inclusion of value added tax and additional spending by the festival on marketing.

The organisers believe they have created a more imaginative and exciting festival than the previous British festivals. They describe this in part to having learnt from others' mistakes. As one Glasgow organiser put it, not necessarily without bias: "You could tell from the start that Stoke wasn't going to be a success. It had the dead hand of a local authority all over it."

The Glasgow festival, it is argued, has behind it the more imaginative clout of the Scottish Development Agency and the easy co-operation between private and public sector which has already achieved much for the city.

There has also been no need to tell the festival officials to smile and be friendly: Glaswegians do that naturally. The festival organisers have been immensely encouraged by the fact that they have sold more than 100,000 season tickets (only



Picture by Tony Andrews

Under construction: a collection of Glasgow's most famous landmarks put together in one much-busier street. Part of the 120-acre festival site

worthwhile if you make at least five visits) - 11 times as many as Stoke sold.

It remains to be seen how successful the marketing of Glasgow has been, but leisure clubs and societies and the travel trade are scheduled to bus in visitors from all over Britain and it is hoped that tourists visiting Scotland anyway will stop off in Glasgow. The great unknown is the weather. Glasgow absorbs about 40 inches (98cm) of rain a year and not all of it falls in winter.

Under a plan which caused great controversy, all but a tiny portion of the festival site, former dockland, was due to have been bulldozed after the festival ended by Laing Homes, the developers which acquired the site for housing shortly before it was designated for the festival and leased it for four years to the SDA.

Earlier this year, however, after long talks with the SDA, Laing changed its plans. It is now to offer 11 acres of the best-landscaped part of the festival site to the city as a park, devote another 11 acres to a riverside development with tourist attractions and

use 16 acres for creating a business park. The rest will become private housing, for both low and high-income families.

New office and shopping developments are going up or planned and a concert hall has recently been started to be ready by 1990, for which the city has won the role of the European Community's City of Culture.

Ideas are at last being drawn up to deal with the city's new status, the post-war outer housing estates.

However, the effort is all based on hope. Glasgow has not yet found a new economic role to replace shipbuilding and heavy engineering which suffered almost final destruction in the last economic recession.

Those industries sprang out of the decay of the cotton industry, which itself had replaced the city's previous staple, tobacco, in the late 18th century. After each setback the city energetically reorganised itself and tried to present its most attractive face. Which is where the Garden Festival comes in.

## 'Spectacular' year sees venture funds top £1bn

By PHILIP STEPHENS, ECONOMICS CORRESPONDENT

VENTURE CAPITAL invested in British industry almost doubled last year to total more than £1bn for the first time, Mr Nigel Lawson, Chancellor of the Exchequer, said yesterday.

Mr Lawson said that "spectacular" growth of Britain's venture capital industry since 1978 meant that the amount invested in the UK was equal to that investment in the other 11 European Community countries put together.

A "fair" proportion of the money invested here went to small and medium-sized high-risk enterprises. Another increasingly important destination for venture capital was management buy-outs.

Buy-outs were usually less risky than entirely new ventures but were, nonetheless, important in that they tended to breathe new life into parts of larger parent companies, Mr Lawson said.

## Co-op Bank to raise £40m

By David Lascelles

THE Co-operative Bank, the clearing bank owned by the UK's co-operative movement, is to raise £40m in preference capital from a group of institutional investors. This will be the first time the 116-year-old institution has tapped outside sources of long-term capital funds.

The 25-year issue, which is being managed by Chase Investment Bank, is being priced to yield 11.301 per cent, representing a spread of 1.93 per cent over comparable gilt-edged stock.

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UK NEWS

Air Europe wins approval for £59 Paris fare

BY MICHAEL DOMNE, AEROSPACE CORRESPONDENT

AIR EUROPE, the independent airline owned by the International Leisure Group, has won approval from the UK and French authorities to offer its cheap £59 single fare between Gatwick Airport, south of London, and Paris from May 1.



Harry Goodman: 'scandalous air fares in Europe'

This compares with the British Airways normal economy single rate of £85. At the same time, Air Europe will be offering an Advanced Purchase Excursion (APEX) return rate of £53, bookable 14 days in advance and including a Saturday night stay.

The fact that we can now offer this (£59) fare represents the biggest breakthrough yet in demolishing the price barriers built up by British Airways and other national airlines.

BCal European short-haul route licenses from Gatwick to Paris, Brussels, Nice, Athens, Copenhagen, Hamburg, Oslo, Rome, Stockholm and Stuttgart, which have been surrendered as a result of the BA/Cal merger.

Yesterday's hearings, to be continued into next week, cover both the Paris and Brussels routes. Air Europe faces competition from BA itself (which has the right to re-bid for the routes), as well as from other airlines such as British Island, Connexair and Dan-Air.

Stolport may challenge ban on test flights

BY OUR AEROSPACE CORRESPONDENT

JOHN MOWLEM, the construction company which built and owns Stolport - the airport in the City of London - is taking legal advice on a decision by the London Docklands Development Corporation to ban test flights planned with British Aerospace Type 146 jets into Stolport on May 15.

Stolport with Dash Sevens, had proposed the jet flight tests because it is studying the 146 aircraft for its other regional routes, and thought it might also be a suitable aircraft for Stolport. London City Airways, also a Stolport user, has also shown interest in the 146.

Seamen's union ready to expel strike breakers

BY OUR LABOUR AND TRANSPORT STAFF

THE National Union of Seamen is set to expel 250 seafarers who have been flown by P&O European Ferries from the UK to Rotterdam in an attempt to break the three-month strike at Dover on the south-east coast.

The company said two ferries being prepared for sailing at Rotterdam would not sail until compulsory safety checks were completed today. Officials said government marine surveyors would check the certificates of both officers and ratings, inspect safety and navigational equipment and observe safety drills.

The union hopes the move could thwart the company's attempt to resume its services from Dover, which have been halted for the past 12 weeks by a dispute over its plans for new working practices.

French dockers and seamen's unions yesterday said they would not handle P&O ferries with non-union crews, after the NUS had outlined its plans to expel strike-breakers. This could thwart the company's hopes of resuming some freight services to Calais.

The union yesterday failed to obtain an immediate High Court injunction preventing P & O recruiting from outside the industry's National Labour Recruitment Scheme, after it was decided more evidence was needed. The hearing will resume on a date to be fixed.

Mr Grame Dunlop, the company's managing director, said its strategy to return at least some of its 11 strike-bound ferries to Dover by the end of the week was proceeding as planned. A High Court action by Sealink British Ferries, which could lead to the NUS being fined or sequestered for contempt of court was adjourned until this afternoon.

Engineering to receive £16m boost

BY OUR LABOUR AND TRANSPORT STAFF

THE UK Government is to provide £16m over the next three years to increase the number of students taking bachelor-level and higher degrees in the engineering of manufacturing systems.

The project is being set up in response to industry's calls for more engineers trained to deal with the sophisticated production processes which have been brought into being by new technology.

Courses in manufacturing systems engineering are to be developed in selected universities and it is intended that the courses will have an annual intake of 1,500 undergraduate and postgraduate students by 1991-92.

The Government expects industry to support the project with contributions worth a further £20m in terms of student sponsorship, work-experience opportunities, equipment and teaching materials.

Bank to hold more gilt auctions within funding programme

BY SIMON HOLBERTON

THE BANK of England has decided that auctions of gilt-edged securities (Government stocks) will become a regular feature of its funding programme and that two such auctions will be held this financial year.

The Bank said yesterday it expected to hold two auctions of conventional gilt-edged stock for a nominal amount in each case of up to £10m. The first would be held in July or August this year and the second in January or February next year.

The Bank's statement indicated that attempts by primary-gilt dealers to change elements of the system appeared to have failed on deaf ears. Some dealers had been pressing for changes such as the payment of underwriting fees or special arrangements for the encouragement of investors to bid for stock through the dealers. The Bank, however, said that there would be some "minor technical refinements."

The three experimental auctions raised £2.5bn last financial year compared with more than £1.5bn from conventional and index-linked issues of stock. The Bank is not expected to have to issue much more than £5m of gilts this financial year. It would be surprising if the two auctions planned were for £1bn each. The funding of the UK public sector is, however, difficult to forecast. Recently the rates of interest for National Savings bonds were reduced to uncompetitive levels and it is possible that up to £2.5bn more may have to be raised through gilt sales.

Picture changes at Independent TV

BY OUR LABOUR AND TRANSPORT STAFF

THE INDEPENDENT Broadcasting Authority, often portrayed as a ponderous dinosaur not long for this world, has begun to move rapidly indeed.

The body charged with regulating commercial television, direct satellite broadcasting and, for a little longer, commercial radio in the UK, has just presented a series of proposals that would have been unthinkable a year ago.

Not only does the IBA welcome the arrival in 1989 of a fifth channel financed by advertising and specialising in local-interest programmes, but it also suggests that part of the tax paid by ITV companies should be a "royalty payment" for the right to use frequencies in the form of an "upfront" tax on advertising revenue.

To show how tough it can be with errant companies, the IBA talked of borrowing from the world of football a system of yellow and red cards. These cards would serve to warn, remove franchises or impose financial penalties on companies knowingly breaching their obligations.

Raymond Snoddy looks at sweeping new proposals for broadcasting in the future

BY OUR LABOUR AND TRANSPORT STAFF

THE IBA has also proposed that "publisher-contractors", - who, as in the case of Channel 4, own neither studios nor employ staff programme makers - should be able to apply for regional independent television (ITV) franchises when they come up for renewal in 1992.

many other institutions in Britain, the IBA is responding to Mrs Margaret Thatcher's desire for change in her third term. The authority made clear its "preferred option" on the awarding of what it would like to be 10-year franchises. That would be for the awards to be made on the basis of a company's ability to fulfil clearly and publicly stated programme requirements.

The continuity envisaged by the IBA includes the belief that the present programme remit and independence of Channel 4 are best protected by its existing ownership structure, as an IBA subsidiary.

Open to question, however, is whether the IBA report has arrived in time to deflect the Government's determination to reduce the subjective elements in the awarding of ITV franchises by introducing a system of competitive tendering.

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BUSINESS LAW

State traders need not pay

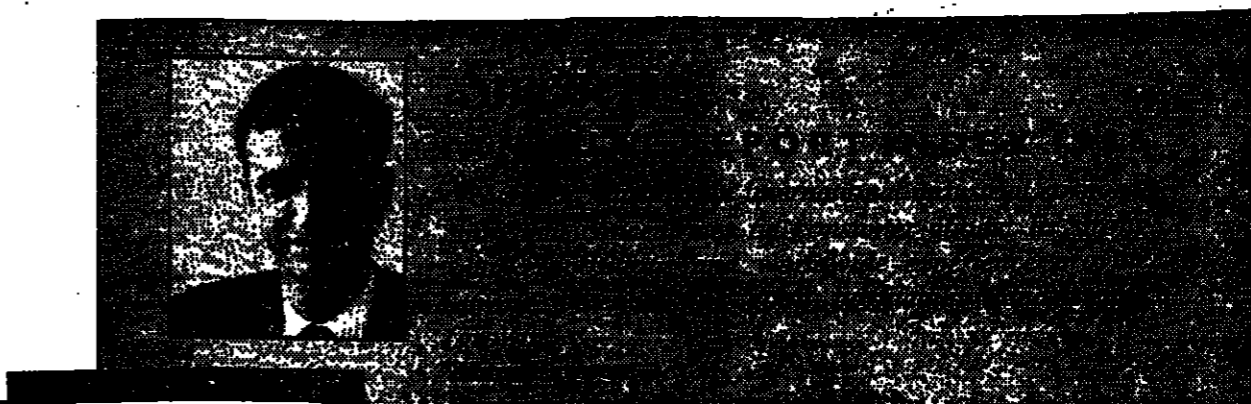
By A. H. Hermann, Legal Correspondent

UNLESS it is reversed by the House of Lords, yesterday's rejection of the creditors' appeal claiming that member governments are liable for the debts in the International Tin Council's mega-insolvency will be a blow to the London market. It will also be a final blow to the business community's confidence in the ability of the courts to uphold the rights of banks and merchants against governments defaulting on their contractual obligations - a confidence already badly shaken by the decisions in Polish and Cuban sugar disputes and those concerning Uganda Holdings, Portuguese shipyards, the Colombian Embassy London account and Spanish Kamasa trade marks.

ber governments who formed the International Tin Council by an international treaty in order to operate a buffer stock and to keep the tin price artificially high by covering the commodity on the London market - and more-over instructed the ITC to continue to borrow when already insolvent - cannot be sued by the creditors who seek to carry the can. Indeed the details and the very length of the judgment only obscure the absence of a strong and convincing reason of principle justifying this conclusion.

The Court of Appeal could not give such a reason because none exists. Law is not some magic imposed by hostile forces on mankind which must do its best to comply with its rules, however absurd, but a man-made framework which people use to work and co-operate in and perchance to play - in relative safety. This judgment destroys that safety for all business dealings between private traders and governmental trading organisations. It destroys the confidence without which the fast-growing sector of state trading cannot continue and prosper in a world of private enterprise.

ness law. Even when limited liability is formally established, English and other courts do not hesitate to "lift the corporate veil" when it is unfair or fraudulent to do so. Under West German law governing companies limited by shares, a parent owning the equity in a subsidiary of a group is obliged to make good any losses suffered by the creditors of the subsidiary as a consequence of instructions received from the parent company. The principle has an even wider reach: courts held bankers liable to creditors of their clients who defaulted on loans concluded on the basis of the bankers' assurance that the debtor is within their sphere of influence. The credit enjoyed by the ITC was to a large extent based on the confidence inspired by the 22 governments controlling it.



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Consolidated sales increased 46% in 1987 to SEK 15,883 m, of which 78% was booked in markets outside Sweden. Three large acquisitions were made during 1987: Paganan (flooring, annual sales SEK 2,900), Wilkinson Sword (shaving products, annual sales SEK 2,000 m) and Sigdal (kitchen furnishings, annual sales SEK 220 m). The company has approx. 34,000 employees in about 40 countries.

Income after financial items totalled SEK 628 m, compared with SEK 500 m in 1986, an increase of 26%. Earnings per share after full tax increased 25% to SEK 10.40. The Board of Directors has proposed an increase in the dividend per share to SEK 3.25 (2.50).

Form for requesting the Swedish Match Annual Report, including fields for Name, Title, Address, City + Area code, and Country.

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Company Announcements

BANCA SERFIN, S.N.C. Change of Address. Please be advised that, with effect from Monday, 2nd May, 1988, our new address will be Stratton House, Stratton Street, London W1X 8AY.

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Legal Notices

W. BROWN LIMITED. Registered number: 48888. Former company name: W. B. BROWN AND PARTNERS LIMITED. Trading name: W. B. BROWN LIMITED.

SOUTHERN FRANCE AND THE RIVIERA. The Proposed Trust proposes to publish this survey on 6th June 1988.

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27th April, 1988



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**LAW**

**Non-director can be disqualified  
for unpaid Crown debts**

**RE LO-LINE ELECTRIC MOTORS LTD**  
Chancery Division  
Sir Nicolas Browne-Wilkinson,  
Vice-Chancellor  
March 30 1988

THE USE of money owed to the Crown to prop up a failing business is more culpable than failure to pay commercial debts, and the court may disqualify a person from acting as a director, if, though not appointed as such, he has acted as a director and traded through limited companies knowing them to be insolvent, and using Crown debts for such trading.

Sir Nicolas Browne-Wilkinson, Vice-Chancellor, so held, when ordering that Mr Peter Browning should be disqualified from acting as a director for three years, except in respect of two specified companies. The application for his disqualification was brought by the Official Receiver.

HIS LORDSHIP said that in 1986 Mr Browning was appointed a director of Browning's Electric, a long-standing family company. His father was managing director. The company repaired and manufactured electric motors. Mr Browning was put in charge of the manufacturing side. Manufacturing prospered, and a new company, Lo-Line Electric Motors, was formed to take it over. Mr Browning was a director.

In 1977 Lo-Line's bankers appointed a Mr Kanter to manage the business. The receiver sold the business to a newly-incorporated company "Maldon".

Lo-Line was compulsorily wound up on October 15 1979. It was insolvent. Its liabilities included £14,861 unpaid Crown debts. No annual returns were ever made, and no accounts had been filed since July 1975. According to Mr Browning's evidence, he had very little to do with financial matters.

Maldon was incorporated in December 1977. The original directors included Mr Kanter and Mr Browning. Mr Browning resigned as a director on June 2 1980.

Maldon was compulsorily wound up on April 28 1983. It was insolvent. Its liabilities included £181,000 Crown debts. No annual accounts or returns were ever filed.

The moving spirit behind Maldon was Mr Kanter. He was in total control. From early days Maldon traded at a loss. Mr Browning deposed that he resigned as a director because he was unhappy at the way the company was run. He stayed on as production manager.

In November 1982 Mr Kanter absconded to the US. The court was told he was subsequently sentenced to imprisonment for dishonesty.

After his departure Mr Browning took over the running of the company, though he was never re-appointed director. Maldon ceased trading in March 1983.

Another company, Pressure Die Casting ("PDC"), was incorporated in 1980. Mr Browning was not appointed a director, but acted as a director.

PDC was compulsorily wound up on January 18 1982. It was insolvent. No annual returns or accounts were filed. Its financial affairs were primarily the responsibility of Mr Kanter.

Special Electric Motors ("SEM") was incorporated in December 1982, to take over the remains of Maldon's business. Mr Browning was the moving spirit and a director. It was compulsorily wound up in October 1984. It was insolvent. Its liabilities included £18,738 Crown debts. No annual returns or accounts were ever filed.

The Official Receiver applied under sections 295 and 300 of the Companies Act 1985 for an order disqualifying Mr Browning from acting as a director. The complaints as to his conduct related to Lo-Line, Maldon, PDC and SEM.

The allegations were *inter alia* that he allowed Maldon and SEM to trade after he ought to have known they were insolvent, and that Lo-Line, Maldon and SEM traded with monies that should have been paid over as Crown debts. Also, he failed to ensure the filing of annual returns and accounts for all four companies.

Section 295 of the Act gave the court power to disqualify a person from being a director for a maximum of 15 years in circumstances specified in sections 296 to 300.

Section 297 gave express power to disqualify a person who had been persistently in default in filing annual returns or accounts.

Section 300(1) provided that the court might make a disqualification order against a person who had been director of a company which had gone into liquidation and of another company which went into liquidation within five years of the first, where his conduct "as director of any of those companies" made him unfit to be concerned in the management of a company.

The primary purpose of the section was not to punish the individual, but to protect the public against the future conduct of companies by persons whose past records as directors of insolvent companies had shown them to be a danger to creditors and others. The power was not fundamentally penal.

Ordinary commercial misjudgment in itself was not sufficient to justify disqualification. In the normal case the conduct complained of must display a lack of commercial probity, though in an extreme case of gross negligence or total incompetence disqualification would be appropriate.

In the present case, during the hearing and without notice to Mr Browning, the Official Receiver sought to change the nature of an allegation from commercial dishonesty to gross commercial misjudgment.

Natural justice plainly required that a director being disqualified should know the charges he had to meet. It would not be fair to consider this charge.

The debts owed by the companies included substantial Crown debts in respect of PAYE, National Insurance and VAT.

Although Crown debts were not strictly trust monies, failure to pay them not only prejudiced the Crown as creditor, but in the case of PAYE and National Insurance, might also have a prejudicial effect on the company's employees.

The use of monies, which should have been paid to the Crown to finance continuation of an insolvent company's business was more culpable than the failure to pay commercial debts.

Under section 300 the only conduct relevant to disqualification was "conduct as a director".

After Mr Kanter's disappearance, Mr Browning *de facto* ran Maldon until it ceased trading. Similarly, he was never appointed director of PDC, but *de facto* he acted as director.

The question was whether Mr Browning's conduct as a *de facto* but not a *de jure* director was relevant.

It was not possible to treat a *de facto* director as a "director" for all the purposes of the 1985 Act.

Thus in sections 295 (minimum number of directors), 212 (directors' share qualifications) and 288 (register of directors), the word must be referring to *de jure* directors.

On the other hand, in some sections "director" must include a person who was not *de jure*.

Thus, section 285 validated acts of a director notwithstanding a defect in his appointment.

It followed that "director" was capable of including *de facto* directors, but might not do so. The meaning varied according to context.

As a matter of construction "director" in section 300 did include a person who was *de facto* acting as a director, though not appointed as such.

The paramount purpose of disqualification was the protection of the public, not punishment. Section 300 required the court to have regard to "conduct as a director". There was no reason why Parliament should have intended that the decision to disqualify should turn on validity of appointment.

Mr Browning said that so far as Lo-Line and Maldon were concerned, he was not primarily responsible for the financial management of the companies.

Even allowing for that, he must have been aware of the substantial Crown debts remaining unpaid. The history of his conduct showed a cynical willingness to use the unpaid Crown debts to prop up the failing companies.

The charge that he failed to ensure the filing of annual returns and accounts was proved in relation to Lo-Line and PDC, but not Maldon and SEM.

When all those factors were put together there was no doubt that Mr Browning had behaved in a commercially culpable manner in trading through limited companies knowing them to be insolvent, and in using the unpaid Crown debts to finance such trading.

His conduct as a director in the past indicated that, without adequate financial and managerial supervision, he could not at present be trusted to run a limited company in such a way as not to constitute a risk to his creditors.

It was not suggested he was consciously dishonest. The case therefore did not call for prolonged disqualification.

Mr Browning was disqualified for three years, but was given leave to be a director of Browning's and another family company, so long as his brother-in-law remained a director of and had control of both companies.

For the Official Receiver: Anthony Bompas (Treasury Solicitor)  
For Mr Browning: Charles Turnbull (Counsel)

**Rachel Davies**  
Barrister.

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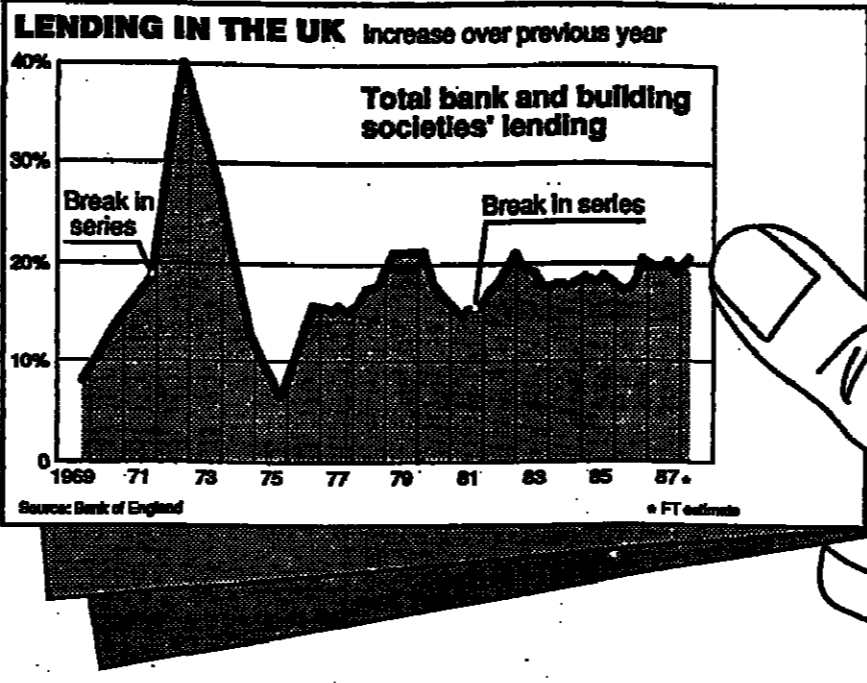
DEBT AND CREDIT give rise to much popular interest, fear and superstition. But they have been subject to less economic analysis than other related subjects, such as money and macroeconomic management.

ECONOMIC VIEWPOINT

The very murky pool of debt and credit

By Samuel Brittan

Starting from a position of balanced growth debt and of income debt will start to grow faster than income and eventually lead to a debt crisis - if the rate of interest exceeds the rate at which income is growing. In that case, the only way in which debt growth can be contained is to run a primary surplus...



Lombard An uncertain idea of Europe

By Guy de Jonquieres

WHEN LORD YOUNG, Britain's Trade and Industry Secretary, was asked last week to describe what the European Community's plan to create a single market was about, he said: "We're not talking about a United States of Europe. We're talking about a trade association with some common rules."

Innocent reader might expect a plea for cheap money or credit controls. It is not until the end of the book that the author reassures us that what he has in mind is a series of budget surpluses in the main industrial countries...

The special feature of debt is the large compounding effect if interest arrears are allowed to accumulate

they are not to produce a recession which will make the debt overhang even worse. Congdon takes me to task for not advocating a balanced budget as a fixed rule for UK fiscal policy. In fact, I have done more for fiscal prudence than Congdon, by examining the macroeconomic claims of fiscal demand managers...

Finally, what does one make of the growth of lending in the UK? Bank and building society credit are not the whole of new lending; but they probably account for the bulk of it. They are plotted as an annual rate of increase in the accompanying chart, something rarely done in most City discussion.

Nuclear rates of return

From Dr Dieter Helm. Sir, Mr Watts argues (Letters, April 26) that the private 10 per cent rate of return requirement for a nuclear station at Hinkley is too high because these rates have not in fact been achieved in the private sector. Furthermore, he argues that credit should be given for diversity of supply. Both of these arguments are fallacious.

Letters to the Editor

The stability of sterling

From the Rt Hon Terence L. Higgins MP. Sir, Your editorial (April 26) on the report by the Treasury and Civil Service Committee on the Budget was, in your own words, "well below par". It complained that the Committee had not explained "the folly of allowing the pound to soar to unsustainable levels against the D-Mark". Yet not only had the Committee early in its report warned about the use of a high pound as an anti-inflationary weapon...

The way of the word

From Mr David Evans. Sir, interesting that the 7 per cent increase for staff in the electricity supply industry, can be described as "Power Workers Bonus", while the 6.8 per cent increase for top civil servants is merely "a small increase" (Financial Times, April 21). F. David Evans, Chairman, Treasury and Civil Service Committee, House of Commons, SW1

If '1992' is going to happen in 1992, significant decisions must be taken

From Mrs Joan Noble. Sir, The answer given by Guy de Jonquieres deal with some, but not all the questions on 1992 ("1992 and all that", April 18). I am surprised that he makes no reference to agricultural policy save that the European Community (EC) "avoided a damaging political fight over its budget and agricultural spending". Agriculture and food is probably the single most important industry in Europe - certainly as far as budget spending goes - but Mr de Jonquieres avoids discussing how the EC will remove non-tariff barriers and nationalist policies in that sector.

From Miss Heather Randall. Sir, It is ironic that in the week which saw the Prime Minister launch the Government's national campaign to promote awareness of 1992, speculation on the future of Lord Cockfield continues to grow. 286 proposals form part of the 1992 package. Most of these, particularly those in the financial services sector, open up opportunities for Britain in Europe. Architect of these proposals - published only in June 1985 - it is largely due to Lord Cockfield's vision, perseverance and dogged determination that the creation of an internal market by 1992 is now a reality.

From Mr H.D. Johnson. Sir, Mr P.E. Sutton's timely letter (April 19) draws attention to a serious anomaly, but to say that the British will be driving on the wrong side of the road only highlights the present state of affairs. I believe a Conservative government will have the UK driving on the right by the time the Channel Tunnel is open in 1992. What a pity we are kept in the dark about the timing of the change. Could it be to fix Japanese and other car manufacturers, so that their cars - in the process of being imported - will have to be sent back?

able' would not provide the further tightening of monetary conditions if industrialists and others expect it soon to be reversed. Such an unsustainable appreciation may thus threaten - on the downward move - to accommodate domestic inflationary pressure. (The Committee is a strong case for saying that a stable exchange rate is both a more effective counter-inflationary pressure and more likely to ensure that British industry remains competitive.)

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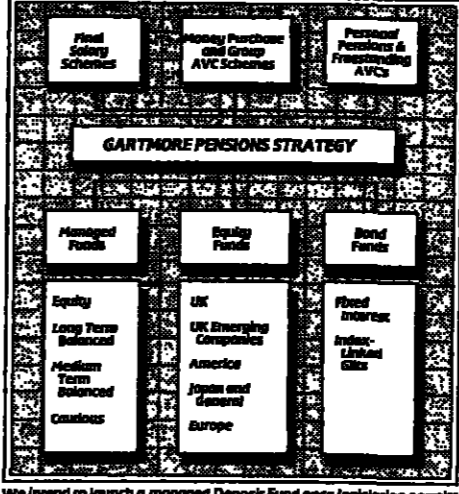
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# FINANCIAL TIMES SURVEY

**It is the smaller companies which are creating new jobs and this is recognised by most governments in Europe in the run up to the single internal market. In Britain, ironically, the direction of policy appears uncertain at this crucial time, writes**

**Charles Batchelor**

## Jobs born out of enterprise

SMALL BUSINESS continues to occupy a favoured position on the agendas of most governments in Europe. In Britain smaller companies are the target for a 250m programme, the Enterprise Initiative, to bring them subsidised management consultancy advice. In France big business support schemes have been jettisoned for programmes more likely to help the small business. In Brussels the European Commission is tailoring its policies and programmes to take more account of what it calls small and medium-sized enterprises.

This widespread interest should come as no surprise. Smaller companies, those employing up to 500 people, account for between 80 and 87 per cent of all businesses in the four main European economies, and for between 39 and 53 per cent of the workforce, according to European Community statistics.

It may be the large multinational corporation which hopes the attention but such companies are continuing to shed jobs while the smaller firms are creating new ones.

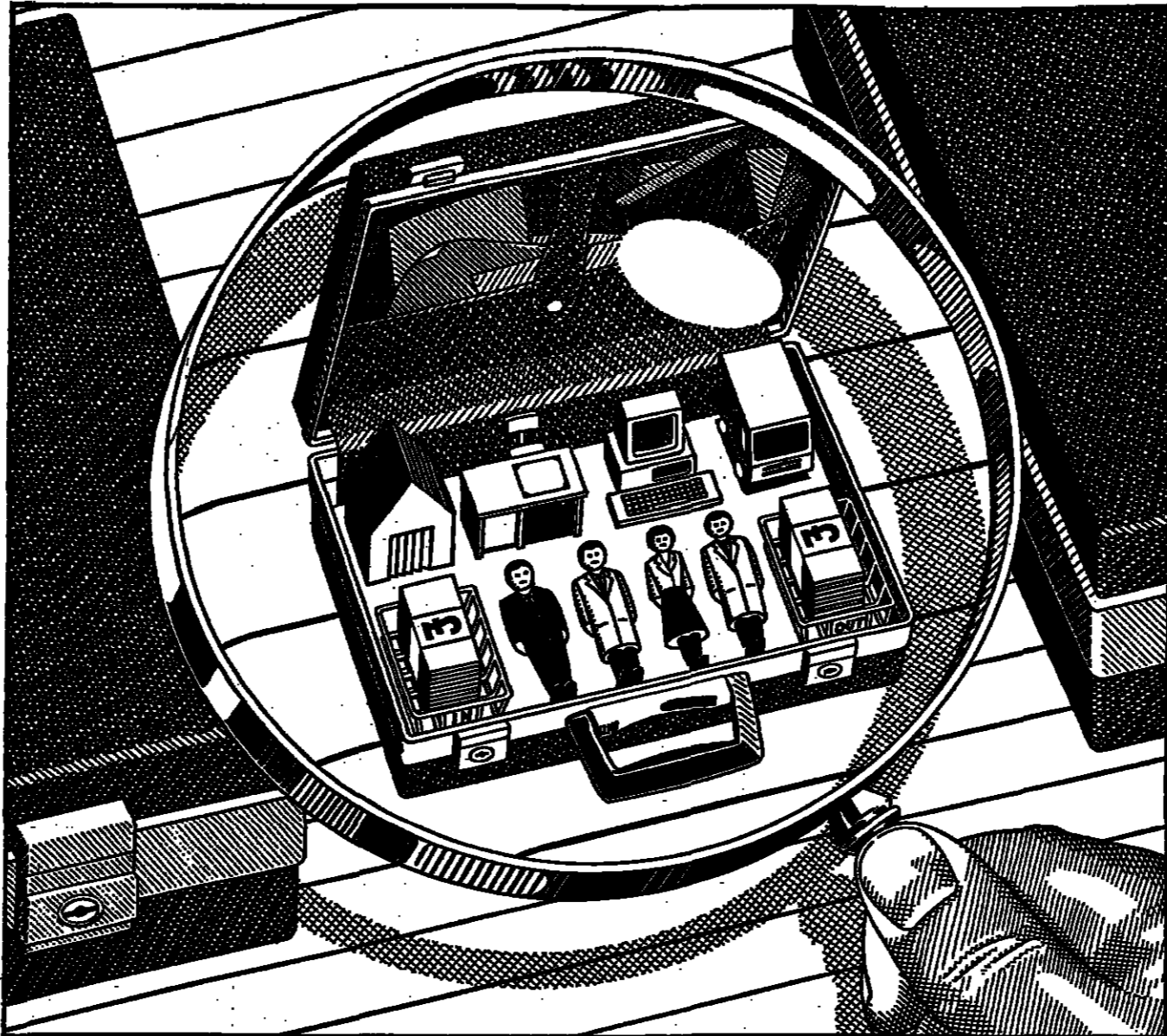
However, while the idea that small-scale enterprise is beautiful has received widespread support, the nature of small business differs radically between countries.

In Germany, the Mittelstand, the owners of the family-run craft business, occupy a central position in the life of the country. Like their counterparts in Belgium, which boasts a Ministry for the Middle Classes, West German small firms have long been protected from the harsher winds of competition by a mass of restrictive legislation and a solicitous network of private and public sector banks.

France, too, has its network of family firms - now facing a particular challenge as their post-war founders reach retirement age or die - but seems more aware than its neighbour across the Rhine of the potential of the small industrial company.

Britain, where a highly-developed stock market has promoted the public company at the expense of the privately-owned family firm, has caught up fast in recent years, adopting a number of innovative schemes to encourage the smaller business.

Along among the major European countries, Italy has taken a more hands-off attitude to its smaller companies. They owe their particular vitality to close



## Small Business

family ties, high levels of self-financing and an ability to overcome the bureaucratic inefficiencies of many public services, rather than because of any specific policies for the small business.

Despite this diversity, the problems facing the small company in Europe differ more in degree than in the fundamentals. Start-up companies in every country face a tough task to establish credibility with the banks and other providers of finance. Managing growth is a universal problem; introducing new products and processes a constant challenge; and breaking out of a home market into the wider European scene a big step

for small firm owners everywhere.

After many years of wide-ranging programmes aimed at backing almost every form of small-scale enterprise, a more flexible approach is now being adopted. Partly in response to the approach of the European Community's target of 1992 for the creation of a single internal market, attention is now being focused on helping the more sophisticated company.

France, for example, is putting more funds into helping small companies adopt new technology. Britain's Enterprise Initiative is focusing on the problems of growth such as quality management, manufacturing methods

and financial and information systems.

To find out why some companies grow to operate on a European scale, while many others remain small, the European Foundation for Entrepreneurial Research has been launched by a Dutch businessman, Mr Bert Twaalfhoven.

At the other end of the scale, chambers of commerce and enterprise agencies and business clubs around Europe are trying to inject the enterprise spirit into their local community. Venture capital funds for small business have been set up by organisations as diverse as Bexley Borough Council, in south-east London, and the Loiret branch of the

Patronat, the French employers' organisation, in Orleans.

While Europe struggles with the challenges facing small business, other parts of the world are also busy. Japan's Ministry of International Trade and Industry, for example, is attempting to foster co-operation between small companies in the fields of technology and marketing. Faced with a growing challenge from Taiwan and Korea in export markets, Japanese small firms are being helped (strange as this may seem to European eyes) to develop their domestic market.

The developing world is also keen to adapt some of the techniques from the industrialised countries. The European Busi-

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ness and Innovation Centre organisation, which is setting up a chain of science park-style developments throughout the Community, has been asked by the United Nations to see if its ideas can be transplanted to Africa.

Delegations from Nigeria (as well as from Canada and South Africa) have visited British colleges to see if ideas for injecting enterprise into education can be applied there.

Ironically at this time of rapid change, the direction of small firms policy in Britain appears uncertain. In the wake of the June 1987 election, the small firms' portfolio appeared to have been given additional weight when it moved up a ministerial grade to become the responsibility of a Minister of State at the Department of Employment, in the shape of Mr John Cope.

But it soon became clear that Lord Young and Mr Kenneth Clarke took much effective control of small firms policy with them when they moved from Employment to the Department of Trade and Industry (DTI). Mr Cope has been left to administer the low-profile, low-budget Small Firms Service, while programmes such as the Enterprise Initiative have come from the DTI.

On the one hand, small firms policy now appears to be more firmly anchored at the core of British government industrial policy. But the development by the DTI of its own network of local offices to administer the Enterprise Initiative adds to the number of agencies dealing with small firms and threatens to increase their difficulty in finding the right one. The 300-plus enterprise agencies feel unsure of their role in the new system.

There may be confusion over the policy makers but evidence of the establishment of an enterprise culture - a term largely synonymous with the growth of self employment and small business - is on the increase. A recent study\* commissioned by SI (investors in industry), the venture and development capital group, pointed to increases in numbers of new company starts (and failures), a leap in the number of management buy-outs, and (until last October's stock market crash) a rapid rise in new stock market listings of companies.

This change in mood has its counterpart elsewhere in Europe. In France, the business monthly, L'Expansion, last November reported that a convincing 63 per cent of 18-25-year-olds thought the successful businessman was someone to be admired - a stark contrast with attitudes in the 1960s and 1970s.

Reflecting the greater emphasis on providing advice rather than money, recent British budgets have provided little direct help for the smaller company. There has also been a move in Government policy away from specific new policies to help the small firm, to broader economic measures to cut overall tax levels.

Apart from minor adjustments to the workings of VAT and a useful reduction in effective rates of inheritance tax, the 1988 budget held little of special interest for the small firm.

Responding to pressure from some of the small firm lobbyists, the Chancellor did restrict companies to raising just £500,000 of BES finance in any one year in an attempt to channel these funds to the smaller company.

The BES would magnify its effectiveness if it could be used by the managers of a small company as well as by its passive investors, according to many people who have followed the scheme's progress. Inland Revenue fears that such an extension would lead to abuse has prevented such a move, however.

The venture capital industry has been particularly keen to see an extension of the BES tax breaks to managers. Such a move would increase the numbers of managers prepared to leave the relative security of the larger corporation to set up on their own, the venture capitalists argue.

While Britain continues to dominate the European venture capital industry, accounting for nearly half the Ecu10m (£70m) pool of funds available, this form of financing the smaller unquoted company is growing in popularity throughout the Continent.

Most deals continue to be arranged within individual countries in Europe but the number of cross-border transactions is on the increase. They accounted for just over 11 per cent of investments made in 1986, compared with 7 per cent the year before - further confirmation that even the small company must be prepared to operate on an international scale.

\* *Britain in the 1980s: Enterprise Reborn?* by Graham Bannock & Partners.



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SMALL BUSINESSES 2

Venture capitalists are consolidating, reports Charles Batchelor

# Market crash blocks off lucrative exit route

**VENTURE CAPITAL** - equity finance provided to growing companies by specialised investment funds - has become an important source of finance for a small number of high-performing companies.

Most venture managers receive several hundred approaches a year from hopeful entrepreneurs but accept only a handful. Only a minority of companies have the potential for the rapid growth the venture capitalist requires to justify the investment of money, and even more importantly, of time in a new venture.

Even then, for all the effort devoted to selecting and supporting protégés, only one or two will turn out to be real stars. Some will go bust while most will log along producing no more than an adequate return.

In the almost 20 years up to the stock market crash of October 1987, the venture capital industry did have one important advantage. The buoyant stock market meant companies could be floated for a good price at a relatively early stage.

The abrupt market downturn of October 1987 has, temporarily at least, closed this lucrative "exit route". An industry which had experienced several years of apparently non-stop growth now faces a period of uncertainty.

True, companies which might have expected to go to market

are now more likely to come back for a second or third round of venture financing. This will allow the venture capitalist to earn extra fees or increase the equity stake. But these refinancings mean commitment to the company for several more years with no immediate prospect of an exit by means of a flotation.

This has prompted venture capitalists to structure deals so as to increase the likely income they will earn and reduce the importance of a capital gain. Deals which before October might have earned the venture capitalist a fixed dividend may now contain trigger points to set off a higher level of dividend if profits break through agreed levels.

Even without the stock market fall there were signs that the venture capital industry was entering a period of consolidation. Before the market crash Innotech, a small fund set up by Mr David Sainsbury, finance director of the food retailing group, decided to become part of ECI International, a £30m fund set up by ECI Ventures, a long-established venture capital group.

This was a modest deal but last month CIN Management, which handles the British Coal Pension Fund's investments took over the management of the British Rail pension fund's £50m unquoted portfolio in what was a major

shift of management control. The high cost of maintaining and motivating a management team for such a "small" portfolio was advanced as the reason for this move.

Further evidence of the consolidation of the venture capital industry appears in the growing dominance of a limited number of experienced managers. Most of the 36 venture capital funds set up in 1987 were created by existing teams of managers, according to Venture Economics, a specialist consultancy which covers the sector. It has become more difficult for newcomers to break in.

If venture capital is about to mark time it will do so at a high point in its fairly short history. Independent British venture capital funds - those not part of a

larger financial group - raised a record \$706m last year, nearly three times the figure for 1986. Over the past decade the number of funds has risen from a handful to 150 in the UK, while numbers are also increasing on the Conti-

As if to emphasise the growing internationalisation of the industry - in terms of both the source of funds and the target for investments - foreign investors last year displaced UK pension funds as the British venture capitalists' main source of finance. Encouraging while this may be for those managers keen to see venture capital take on an international role, it does point up the conservatism of many British institutions about venture capital.

Two many City institutions still regard venture capital as a miscellaneous item on their portfolio on which they might risk, say, a fraction of a percentage point of their funds. Even then, some venture managers complain that institutions take an unduly

short-term view of their investments and are unwilling to accept the inevitable early casualties.

The past year has also seen an increased degree of specialisation on the part of venture managers. A large number of funds were set up to invest either internationally or in management buy-outs. The five funds set up last year to specialise in buy-outs accounted for 41 per cent of all funds raised. But it has been the larger buy-outs more than any other deal which has been hit by the market crash. The \$718m buy-out of MFI, the furniture retailer, announced a week or so before the crash, appeared to usher in a new era of relatively highly-leveraged mega-deals. The more subdued stock market conditions of recent months have put an end to trans-

actions of this size and forced venture managers to concentrate on the smaller deals, valued typically between £1m and £5m.

Even so, venture capitalists report, the valuations of buy-out companies, and of venture capital deals generally, have not fallen as much as was originally expected. They have not mirrored the slump in the value of quoted stocks. And trade buyers (usually rival companies in the same industry) still seem willing to pay a fairly high price to fill a gap in their product or market range and continue to compete with buy-out teams in the bidding for many companies.

In Europe as a whole, the venture capital "pool" - funds invested or available for investment - rose 98 per cent to £en10bn (£6.9bn) in 1986 (the most recent year for which figures are available). On the Continent, however, the industry remains far more conservative than in Britain or the US.

The venture capital label is frequently applied to regional development organisations with social as well as financial goals and a "hands-off" attitude to their portfolio companies. This approach may be more appropriate in countries where conservative, family-owned companies make up a large part of the economy. Nevertheless, British and American groups such as 3i Investors

**If venture capital is about to mark time it will do so at a high point in its fairly short history**

## The banks

# Friendlier face to the small business customer

**THE BATTLE** between the high street banks for the hearts and accounts of Britain's small business owners has increased in intensity over the past year. Barely a month has gone by without one of the banks launching a campaign to woo the small business customer.

The competition for the larger corporate customer and for the personal account has put pressure on the banks' margins in these two areas and they see the small business market as offering a relatively untapped market. This has led to a leapfrogging in terms of the service the banks are now willing to provide to the business with turnover of up to £100,000.

During 1986 and the early part of 1987 the banks moved to standard tariffs for their small business customers, taking the uncertainty out of bank bills with a published set of charges.

Throughout 1987 and into 1988 attention shifted to free banking, discounts on small business loans, fixed rate overdrafts and advice and information packages.

The five main competitors for the small business market now offer:

- Barclays 12 months' free banking to new business customers who stay in credit; a fixed fee overdraft of up to £2,000; and

- fixed-interest business starter loans of up to £15,000.
- Co-operative Six months free banking to new in-credit and overdrawn business customers who stay in credit; a £200,000, 12 months free banking to new business customers who are either in credit or within pre-arranged overdraft limits; a "managed-rate overdraft" which makes more clear the rate being charged; free company up to two years of a year's free subscription to the services of Dun & Bradstreet, the business information and credit rating group.
- Midland Six months' free banking for new clients; an interest-free overdraft of up to £3,000 for three months; and a discount of half a percentage point on small business loans if repayment insurance is arranged.
- National Westminster 12 months' free in-credit banking and a half per cent discount on the management of loans taken out before July 1, 1988.

The banks' friendlier face to small business customers is an attempt to improve the uneasy relationship which has long existed. This often resulted from an over-cautious attitude on the part of branch managers to new business proposals. The manager would often react with either a refusal of credit or demand such

far-reaching guarantees that relations with customers were soured.

To overcome this, many of the banks have been creating teams of specialised business managers who, they hope, will be better able to judge the business propositions put to them.

The problems bankers and small businesspeople have in understanding each other have been well documented. The National Economic Development Office (Nedo) drew attention to the "inefficiency" of bank lending to small companies and the relatively high cost to them of funds.

But neither have small busi-

ness people been ideal partners for the banks. A Midland Bank survey published in 1986 showed most small businesses were weak when it came to producing management accounts, in costing

their activities and in the areas of financial forecasting, analysis of debtors and stock control.

For this reason it is the advice and information packages which represent the most interesting aspect of the latest bank cam-

paigns, rather than the financial incentives they offer.

If small business people can be persuaded that up-to-date financial information is essential to the running of their company, many of the banks have been creating teams of specialised business managers

and not just a chore to be carried out for the bank manager, failure rates could be substantially reduced, bankers believe.

This has prompted some banks to encourage their customers to use accountancy software pack-

ages. BankLine, an electronic banking service unveiled by NatWest last October, offers the MultiSoft accountancy package, which allows a businessman to reconcile his books with his bank account, for about £500. Midland's Credo service includes a 29 per cent discount on a package supplied by an accountancy software company, Safeguard Systems.

The Lloyds' link with Dun & Bradstreet (which the bank says is worth more than £200 to its refer loan applications for up to £15,000 to the Department of Employment, knocking a week or more off the time needed to process the loan request. Bank man-

agers found the need to ask permission for these small loans irksome and insulting.

The government will also allow the 2.5 per cent premium which has to be paid for the guarantee to be paid in advance, vastly simplifying the banks' calculations of the annualised percentage rate of interest required by the Consumer Credit Act of 1986. NatWest said it had had to write a special computer programme to handle this calculation previously.

The government has increased the cover provided by the guarantee to 85 per cent in the 16 inner city urban task force areas, from the 70 per cent cover available generally. This may also make the banks more willing to lend under the scheme.

There is the possibility of further modifications to the scheme since it is currently being reviewed by a firm of consultants.

The decline in popularity of the LGS reflects in part the increased willingness of the banks to lend to small business without a guarantee, the bankers claim. What is certain is that the attitude of the banks to their small business clients has undergone a marked change in recent years.

Charles Batchelor

## Case study/Fast Frame



The FastFrame management team (from left to right): Maggie Hewson, franchisee director; Roy Blake, technical director; Ian Johnson, chairman and chief executive; and James McGreal, managing director

# The very picture of growth

IT LOOKS increasingly as though Fast Frame was an idea waiting for its time to come. The time came in 1983, when Ian Johnson agreed to look after a friend's Newcastle art gallery for a few weeks so that the friend could take a holiday.

He discovered that the gallery's backroom framing business was in a mess, and that this was nothing unusual in what has always been little more than a cottage industry of individual craftsmen. It took three weeks to fill a typical order - a deterrent to custom, a brake on turnover and a miserly use of working capital.

What would happen, Mr Johnson reasoned, if modern, labour-saving machinery could be used to de-skilled the job and provide an almost instant service? Of course, this would mean not operating in the trade's usual haunts of low-cost back street workshops or upstairs rooms over shops reached by hard-to-find staircases in side passages.

What framing needed, he thought, was the same sort of transformation that has revolutionised the holiday snapshot business and opticians - high-profile sales points in the high street where framing could be done while you waited, or at least

while you did the rest of the shopping.

He started in Newcastle with two shops and the business has never stopped accelerating. Finance was by overdraft, guaranteed by the successful printing business which Mr Johnson, a time-served compositor, started with a friend 20 years ago at the age of 23.

The printing business turns over £1.7m now and employs 30 people, but pales beside Fast Frame. There are Fast Frame shops in 57 prime retail sites around Britain now, and 14 in California. A new shop opens every three weeks. The US operation is about to spread to Chicago and New York.

Last year's turnover of \$4.7m is expected to double in 1988. However, the rules of small business life still apply: despite its growth Fast Frame is a collection of tiddlers because Mr Johnson decided to expand by franchising his small business system.

Franchisees pay \$34,000 to join the network, which has to include \$15,000 in cash so that they do not start out over-gearred. NatWest, Barclays, Lloyds and the Royal Bank of Scotland all offer packages to lend the rest over five or seven years. Once in, franchisees pay a 12.5 per cent

royalty on annual sales, half of which goes on national marketing and promotion.

In return for the initial outlay, Fast Frame funds, rents and then sub-leases the high street premises to the franchisee at cost, fits out and equips the shop and adjoining workshop, lays out the retail and production areas for proven maximum efficiency, and provides training and regular updating in retailing, selling and production technique and management.

Shops are carefully sited by a combination of postal codes and population density to give each a viable territory. Mr Johnson reckons that this will mean a maximum of 175 in Britain. Keeping a consistent corporate image goes right down to Fast Frame supplying each outlet with its paper cups, coffee cups, vacuum cleaner and mop bucket - although Mr Johnson chose corporate colours of red and blue to make local replacement of breakages easy.

Franchisees buy their own raw materials - mainly mouldings for the frames - but using volume discount agreements Fast Frame has negotiated with the suppliers. The suppliers, who have seen their own sales volumes shooting up in the wake of

the expansion, have adjusted by making mouldings in shorter lengths than the traditional 11 feet, so that they can be stacked on end in workshops with 9-foot ceilings.

**What was needed was the treatment that had revolutionised the holiday snapshot business**

Mr Johnson and Mr James McGreal, managing director and financial specialist, say that all franchisees have been well-motivated people wanting to get into self-employment or small business. They range in age from 26 to 60 and many are husband-and-wife teams.

Eleven of them want to open another outlet so as to expand themselves and there are 30 people on Fast Frame's waiting list to join the network, each of whom has paid a £1,000 deposit (returnable less costs) as a token of earnestness. Mr Johnson says: "Only the shortage of good retail sites is holding us back. We wait

and pick and choose very carefully. You have to be where everyone can see or find you easily. Nevertheless, we are expanding as fast as we can."

Average profit per outlet has been rising continuously since the first franchisees started up in Glasgow in 1984 - according to the well-kept, hand-drawn charts on Mr McGreal's wall in the company's Sunderland headquarters (HQ) will move to Newcastle when bigger premises have been fitted out, incidentally.

The range is between £70,000 and £170,000 and the average will be around £100,000 this year. Average employment per outlet is three. The average order is worth £25 and can be turned round in about 20 minutes. The £8,000-worth of frame-making and associated equipment which comes with each franchise can do \$250,000 of business if it could be worked flat out.

In the US, prices are better and demand is already higher, so average turnover is 1.75 times higher. There, competition comes from a franchised do-it-yourself framing chain, where customers are shown how to use similar equipment to make the own frames. Mr Johnson thinks this cuts down the opportunity to add value to each sale by guiding a customer to the aesthetically best combination of mounts for the picture or object being framed.

The US operation is run by Mr John L. Scott, the former marketing director of the Tyneside-based Printpoint, one of the first all-British franchise chains. Mr Scott has the US master-franchise licence.

Mr Johnson says that this actually makes Fast Frame the only British company franchising its operation in the US, since the Body Shop, The Rack and Sock Shop stores there are company-owned, not franchised. It is the sort of point that as vice-man of the British Franchise Association he takes some pleasure in scoring.

There is also an outlet in Australia, and Mr Johnson now hopes to expand into Europe, where he is looking for master-franchisees who would partly own and run the operation in their own national markets.

Will he eventually float the company? The benefit would mainly be his, since he owns 75 per cent of the equity, as against 5 per cent each among five other directors. He says: "We don't need to raise capital to expand, so the only reason would be to realise some of my stake. I can't see the point. I enjoy what I'm doing and want to continue without having to do all the things that public companies have to do by way of accountability to shareholders."

Ian Hamilton Fazey

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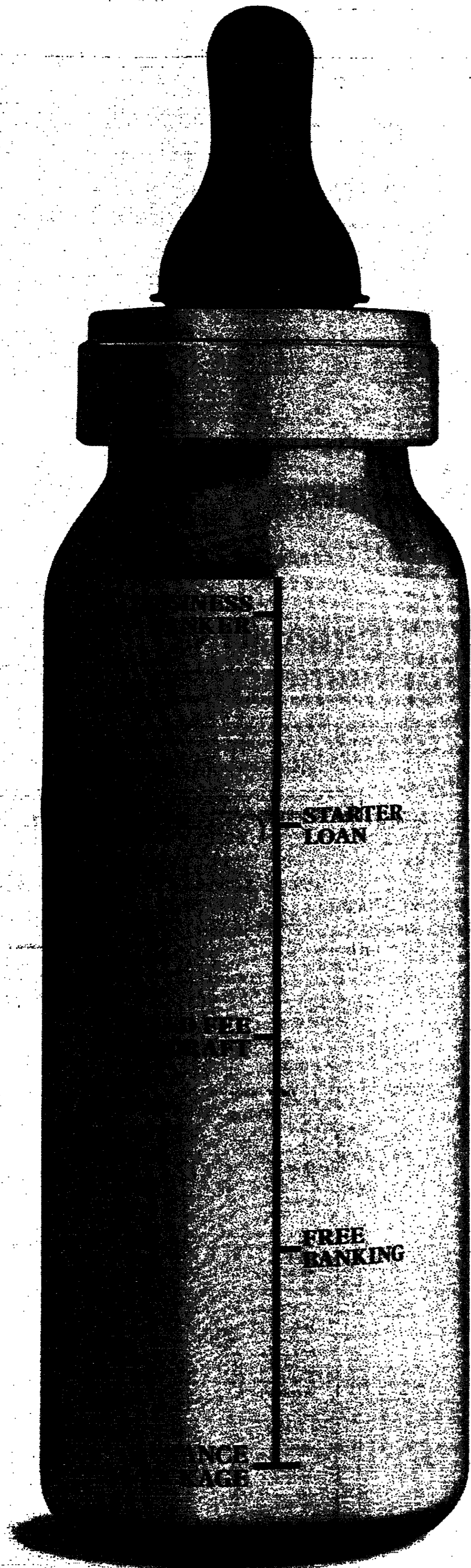
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ride

The franchising garden still has its weeds: proceed cautiously

## Take professional advice

THE PERILS and pitfalls of franchising as a small business system have been amply demonstrated in recent years by several companies which have found that success is not guaranteed by using franchise methods.

The Young's Franchise Group, for example, which was one of the longest-established franchise operations in the UK with trading companies such as Promedia and Young's formal wear, was forced into receivership in late 1985 with debts estimated at £3.7m.

The company, however, was subsequently bought by Mr Cyril Spencer, a former chairman of the Burton Group, as a going concern and is now trading successfully after new management and capital were brought in.

Another recent example of the problems of running a small business was given by Flash Trash.

Flash Trash was aimed at yet another small niche retail market - selling high fashion, colour-ordinated accessories ranging from belts to bangles. Within a few weeks its first two branches being opened in central London the company - which had decided to expand through franchising - was deluged with 400 or so applications to franchise the concept.

Flash Trash looked a winner and a good prospect for franchising. It was supported by pension funds and the National Westminster Bank, one of the leaders in the provision of finance to potential franchisees.

Yet Flash Trash recently went into receivership, leaving accountants Ernst & Whinney to find potential bidders for the operation as an on-going business. Fortunately, no franchisee had yet started up a Flash Trash outlet.

Other franchisees have not always been so lucky, even though franchising generally has

a lower failure rate than for other types of small businesses.

The franchise garden still has its nettles, weeds and wasps," points out Mr Roy Seaman, publisher of the UK Franchise Directory. "You really do have to take time and good professional advice to pick the right company."

The British Franchise Association - the main trade body for the franchise industry - has made great strides in recent years in weeding out some of the "cowboy" operators attracted to the sector.

Mr Henry Duffield, director of the BFA, points out that "as franchising has grown in popularity, the industry has begun to attract a number of people who have sought to use its success for their own businesses, without necessarily adopting the same ethical procedures."

He adds: "This has confused the overall picture and made it increasingly difficult for prospective franchisees to evaluate the options open to them."

Even so, there is no shortage of both companies and individuals who want to become involved in franchising. A survey commissioned by the BFA and sponsored by National Westminster Bank shows that last year there were over 180,000 people directly employed in franchising, compared with 150,000 in 1986.

The survey also indicated that there were some 250 businesses which confirmed to the BFA's view of an ethical franchise operation - although trade directories have suggested that there are a further 150 companies claiming to be involved in franchising.

Annual sales through franchising last year, according to the survey, reached £3.1bn - representing some two per cent of all retail sales. By 1994, according to

the BFA, sales through franchising are expected to reach £7.7bn.

What will continue to fuel this growth are the basic factors which have made franchising such an attractive proposition to both companies and individuals. Mr David Acheson, managing director of Stoy Hayward Franchising Services, points out in a new survey on franchising (published by Jordans) that "such is the power of franchising that it can transform one man's dream into a giant international business within the space of two or three decades".

Thus, he explains, "a milkshake mixer salesman expanded a hamburger store into the world's largest restaurant business - McDonald's - in 30 years through franchising. Other notable examples of successful international franchising have included the Body Shop and Benetton in retailing and Kentucky Fried Chicken and Wimpy in fast food."

For companies - the franchisor - the advantage of franchising is that it enables the business to be expanded more rapidly and with less capital and management. The franchisor, according to Mr Acheson, "supplies the business formula, the experience, the advice, and the on-going supervision".

The disadvantage for franchisees is that poor franchisees can damage the reputation of the business. Both Wimpy and Kentucky Fried Chicken have in the past suffered from this problem, forcing management to take action to restore their image with the public.

For individuals - the franchisee - franchising offers many of the benefits of self-employment while at the same time reducing the risk. The loneliness of the small business operator is to some extent mitigated by the

close relationship with the franchisor - although some franchisees find this closeness irritating and prefer to branch out entirely on their own.

The experiences of the past few years have made both franchisors and franchisees more wary of each other. "It is important to remember that franchising is not necessarily the right environment for everyone and a few franchisees will inevitably withdraw from the market from their own choice and not from failure," points out Mr Duffield.

At the same time, reputable franchise companies are looking for a higher standard of franchisee. "Franchisee selection is becoming more sophisticated and franchisees themselves are more aware of what is required," says Mr Duffield.

There is no guaranteed means for individuals to make sure that the potential franchise operation will prove successful. The BFA produces a basic guide to franchising and there are a number of excellent books on the subject. They all, however, give the same basic advice: act cautiously and with common sense.

In the longer term, the UK franchise industry believes that growth will come not only from within the UK but also from continental Europe. "Given the 1992 de-regulation of the EC, when tariff barriers will disappear, this will mean a potential market for franchisees larger than in the US," points out Mr Duffield. "It would be a foolish franchisor who did not seek to take advantage of this opportunity."

The British Franchise Association, Franchise Chambers, 176, Bell Street, Henley-on-Thames, Oxon, RG9 2BD. Telephone 0491 370042.

David Churchill

Pensions

## State will no longer provide

THE NEW pensions environment brought about by the 1986 Social Security Act came into being this month. Its impact will be felt throughout the whole business community, and particularly by small businesses.

Pensions are not a top priority in most small businesses, but while those running the business can still neglect their own pension arrangements, they can no longer ignore those of their employees and leave pension provision to the State.

There are usually three basic reasons why small businessmen have not made any pension arrangements for employees:

- Too involved in running the company to devote time and effort to company pension arrangements.
- Too much expense, particularly with final-salary based schemes with their open-ended financial commitment.
- It was not the employer's responsibility to provide pensions for employees.

The new pensions environment is changing these attitudes. All employees and the self-employed receive the basic flat-rate pension from the State. On top of this, employees receive a second-tier pension from the State Earnings-Related Pension Scheme (Serps), unless they are contracted-out.

So employers who made no pension provision for their employees automatically put those employees into Serps. Under the old benefit structure this was not a poor decision.

However, one of the many major changes in the Act, which has received less attention than the other changes, is a drastic cutback in benefits provided by Serps. Any employee retiring in the next century, relying solely on State benefits, will get a very poor pension. If the employer does nothing, an employee, by default, is in Serps.

The employer can still do nothing and leave it to individuals to take the necessary action to ensure an adequate income in retirement. Another major change in the Act was the introduction of personal pensions for employees which can be used to contract-out of Serps and these will be available from the beginning of July.

However, the employer can set up the necessary company arrangements to provide adequate pensions for employees. For the employers' own pension arrangements, the approach depends on whether they are incorporated or self-employed. The changes being made will have minimal impact on the self-employed. The new-style personal pension is based very much on the existing retirement annuity contracts, which have been available to the self-employed for over three decades, but with two important exceptions.

First, under the new personal pensions, the benefits can be taken any time between the investor's 50th and 75th birthdays, both days inclusive, whereas on the current retirement annuity contract benefits are available between the investor's 60th and 75th birthday.

Second, under the new personal pensions, the investor can take up to 25 per cent of the contract's value in a tax-free cash sum, the remainder having to be taken in income form.

With retirement annuity schemes the formula for calculating the amount of tax-free cash is complex, but the percentage increases with age and is usually greater than 25 per cent. So those who are self-em-

ployed, and do not have a retirement annuity contract that can take increasing premiums, should arrange one before July, even if only for the minimum contribution. It is always possible to switch from a retirement annuity contract to a personal pension, but not the other way round.

Those who are incorporated can set up their own company pension arrangement for themselves and any other director or executive - known as an executive pension arrangement. This can take the form of a scheme from a life company, a scheme run by the individual themselves, known as a small self-administered scheme, or a hybrid of these two arrangements arranged by a life company.

Prior to last year's Budget, such schemes could provide maximum pensions after only 10 years. Now the minimum period over which a small businessman could build up to maximum pension of two-thirds of earnings is 20 years.

Nevertheless, these schemes do allow for profits and assets to be set aside from the business into the employer's pension arrangements. But it is necessary to start making arrangements that much earlier than before, rather than waiting until retirement is approaching.

Many small businesses are reluctant to lock away assets into a pension arrangement. However, with these executive schemes, assets can be partially unlocked through a loan-back arrangement - the pension scheme lends money to the company on a commercial arm's-length basis.

Indeed, the executive pension scheme can provide the small business with an alternative source of finance, both through loan-backs and by sale-and-lease back of property.

Eric Short

### Case study/Konix



Mr Wyn Holloway: right end of the stick

## Joy ride to expansion

BY THE end of this year Konix will have undertaken a £500,000 expansion that will double the size of its plant to around 20,000sq ft at the top of one of South Wales' industrial valleys.

"We have taken the decision to go ahead because if we want to grow we simply must have more space," says Konix's founder and chief executive, Mr Wyn Holloway. Just another expansion, at just another factory, turning out just another product, might be the first reaction. Except that Konix is not just another company: three years ago Konix did not exist. Today, it has an annual output of £8m and sells 70 per cent abroad, much of it to the US.

Konix is one of the success stories of South Wales, a company that is turning the one-time land of steel and coal into a land of high technology. Mr Holloway is one of the new breed of entrepreneurs backing lynchets that are turning them into self-made wealthy men.

Three years ago Mr Holloway was selling computer games over the counter of his shop in an inner suburb of Cardiff. To his dismay he discovered that half the joysticks he sold with the games found their way back to him with faults. A lesser man might have fished off his customers with excuses. But Mr Holloway was determined to give services and so, using his carpentry know-how, designed a joystick that would not fail.

A friend advised on the electric and mechanical parts and Mr Holloway built his own model, the Speedking. Today he sits in a modern office and looks down the valley to Ebbw Vale to the

remains of what was once one of the best steelworks in the world but is now much reduced in scope.

Mr Holloway, now just 39, employs around 90 people making a range of joysticks that have won a way into the most demanding market in the world, the US, taking on and beating the Japanese along the way.

In America he has a major contract with Hasbro Electronics,

**He has won a way into the most demanding market - the US**

which is to the toy industry what Boeing is to aerospace, the company that produces Fisher-Price, M&S Games and My Little Pony. In Europe he has won orders from Microsoft, the buying group for Rushmore in West Germany, Implec in France and Serma in Spain.

From nothing to an annual turnover of £8m in 37 months - he started just before Christmas 1985 and moved into his present plant three months ago - is fast going. But he is determined to press ahead because he believes that without growth there can be no progress. He is launching three ranges of products this year aimed at both home and business use of joysticks. The first will be on show at the Chicago Electronics Fair in June, the second at the PCW show in London in September, and the third in both the

UK and the US just before Christmas.

One contract with Hasbro is typical of the way in which Konix works. The American concern asked Mr Holloway to manufacture a particular type of joystick. He thought it uncomfortable, redesigned it with the Americans' approval and is now making prototypes. By August the joystick should be in production - and an extended plant needed.

Over-concentration on one product can lead to unhealthy exposure if the market changes and Mr Holloway is planning to secure his base by diversifying into a number of associated product areas. "We have taken on a number of engineers to broaden our field and we intend to produce a wider product range," he says.

In particular, he has ideas for home electronics, such as electricity storage heating units which, he claims, have created a big impression with one of the English electricity boards. He would also like to move into smoke detectors and burglar alarms, all using Konix's electronics know-how and production potential.

Such an expansion would involve even more space than that already planned and as he looks out from his window, over the white low-slung Corvettes with the deep-throated engine, that is his other passion, he avidly eyes a prime site right across the road. It would obscure the view of Ebbw Vale if he built on it, but that would be a small price to pay.

Anthony Moreton

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SMALL BUSINESSES 8

Public sector organisations are trying to simplify access to markets

Smaller suppliers sought out

GOVERNMENT CONTRACTS are big business but too many opportunities are missed by the smaller company. The Ministry of Defence, for example, places 40,000 contracts a year through its main headquarters purchasing departments and many more through its local buyers. Last year it spent no less than \$3.5bn on equipment and a further \$3.2bn on items such as construction work, transport, fuel and clothing.

While a large part of its demands are for sophisticated weaponry, a sizeable proportion is for anything from boots to breakfast cereal. Gaining access to this market, however, can prove a nightmare to the smaller company, unfamiliar with the ways of large buying organisations. The MoD has no fewer than 1,200 buyers and finding which one is relevant to a small company's particular area of expertise can be a time-consuming business.

Despite these difficulties, which in the past have led many a small company to give up in despair, the picture is starting to change. Under government pressure for the public sector to

reduce its costs and increase competition among its suppliers, the MoD, the National Health Service and other public sector organisations are starting to take a more positive attitude to the smaller supplier.

Not that government policy is aimed specifically at favouring the small company. It is just that, frequently, the only way to introduce competition into markets dominated by a handful of large companies, is to let the small business in.

The main thrust of this new official policy has come from the Central Unit on Purchasing, a Treasury department set up in July 1985 to help the government get better value for money. Headed by Mr Mike Wilkes, a former general manager at Shell UK, the unit aims to shake up the inertia in many government departments.

Many have got into the habit of placing large orders with a circle of old-established suppliers when needs might be met more economically by placing smaller orders on a local basis and involving more small firms.

The government is opposed, however, to the idea of reserving

chunks of public sector purchasing for the smaller firm. Set-asides, as they are known, are common in the US and are allocated to defence contractors or businesses run by ethnic minorities. The British government feels that such quotas distort the market and do not increase competition.

The NBS set up its own procurement Directorate in January 1986 to improve the purchasing practices of its 14 regional health authorities. It wants to develop more sophisticated ways of comparing prices paid by the NBS and other organisations and is starting to develop regional centres of excellence. The northern region, for example, specialises in the purchasing of textiles and disposable paper products.

The MoD is most explicit in its wish to encourage the small firm. It set up a Small Firms Initiative in November 1986 to take a far more active role in finding new suppliers. "In the past people would usually apply to become registered contractors," says Mr Errol Grieve, head of the small firms team. "Now we go out and look for them." This is achieved by distributing information through chambers of commerce and enterprise agencies and by attending defence equipment exhibitions. The aim is to increase the small firms' share of MoD spending from the 18 per cent figure in 1986/87 (though this figure takes no account of sub-contracting work carried out by small companies for larger prime contractors).

One company to benefit from the Small Firms Initiative was Atlas Management, a Birkenhead-based manufacturer of iden-

whether the company is properly organised and financially sound. It will have to show it has the proper quality assurance systems in place.

These quality standards can represent an important barrier to the smaller company seeking to do business with a public buying organisation. The MoD, for example, expects direct contractors to comply with a NATO standard of quality assurance while sub-contractors will usually have to meet British Standard 5750, the most widespread UK quality assurance measure.

Fortunately for the smaller company, orders worth less than \$20,000 are usually exempt from normal approval procedures, so a company can test the water without incurring the expense of meeting formal quality standards.

But even acceptance on an approved list does not mean a firm will actually be invited to tender in the near future. Lists are graded into different types of work for which different firms are suitable. A lengthy list may mean a long wait until any one company's turn comes up. Lists are also reviewed from time to time and companies which regularly fail to respond or are always unsuccessful may be dropped.

If a company is turned down it should consider whether it has given enough information about itself and whether it has approached the right departments. "Within sensible limits a degree of persistence may be worthwhile in establishing you as a serious applicant," the Small Firms Service notes.

If a company gets onto a list of approved contractors but is unsuccessful in its tender it is usually justified in asking why it failed. Government departments are increasingly willing to explain what went wrong. "We recognise the value of constructive debriefing," says the MoD.

An important advantage in supplying government departments is that bills are usually paid promptly. The MoD, for example, promises to pay its monthly bills within seven days of the agreed date - a speed few private purchasers are ready to match.

Charles Batchelor

Marketing

Help with spreading their wings

"WE HAD not given much thought to marketing," says Gill Stiff. "When you are starting a business, most of your time and energy goes into getting the show on the road." In her case, the show was the Tropical Butterfly Garden, at Cleethorpes in South Humberside, which she runs with her entomologist husband, Keith, and two friends, Ralph and Liz Fitchett, whose hobby had been breeding spiders until they discovered butterflies.

With help from the Department of Trade and Industry and Cleethorpes borough council, the quartet opened the garden as a tourist and educational attraction in April last year. They have around 40 different species of butterflies and, depending on the weather and time of the year, hundreds can be seen in flight.

"It quickly became clear after opening the garden," says Gill Stiff, "that we had to get our marketing act together. We realised that we had to extend our appeal beyond local schools. We had to draw people in from whatever distance they were prepared to travel at weekends.

"We had to identify our market, in fact. Who were the people coming in? How far had they

come? What time of year were they coming? On which days of the week? How much were they prepared to spend?"

Observation gave them some answers. Elderly visitors clearly preferred mid-week visits when children were at school. A questionnaire, drawn up with help from Humberside County Council, provided them with some feedback from customers.

But they turned to the DTI for help in putting together a comprehensive marketing strategy. Through the DTI scheme, a Grimsby consultancy, Craven-glow Marketing, was given the job of sorting out the problems and giving new direction to the business.

Since then, two of the business partners have attended further marketing courses, organised locally under the auspices of the Manpower Services Commission. "So far everything seems to be working out," says Gill Stiff. "We now have a much clearer idea of who our customers should be and can direct our advertising to them.

"None of us knew anything about marketing when we started. The professional help has been invaluable."

opportunities."

Out of the marketing strategy that Davis helped put together came a drive for new export markets. Invaluable support then came from the British Overseas Trade Board and the Central Office of Information. Bristol Brandy was already exporting to the US and Canada. It now supplies customers all over Europe - not least in France, the home of cognac.

The company also benefited from Davies' personal contacts in other businesses and, nearly a year later, still consults him from time to time as problems arise. "We all regard him as a sort of family counsellor," says Hammond.

Butterflies and brandy - two very different business activities but both beneficiaries of the specialist marketing advice that is available under the DTI's Enterprise Initiative.

This offers a self-help package that covers business planning, financial and manufacturing systems, design and quality control as well as marketing.

The usual procedure now is that, after first contact through one of the DTI's regional offices - recently increased from 7 to 34

in England - an enterprise counsellor will spend up to two days with a company to carry out a business review.

He or she will recommend which of the scheme's consultancy initiatives can best help. In the case of marketing, a consultant - substantially qualified and experienced - will be chosen by the Institute of Marketing and its "sub-contractors", the business schools at Strathclyde, Salford, Warwick and Cranfield.

DTI pays half the cost of between 5 and 15 man-days consultancy. In assisted areas and urban programme areas, it pays two-thirds. "What we have sought to do," says a DTI official, "is to take the pain out of getting good outside expert advice into a company as and when it is needed in critical areas of management."

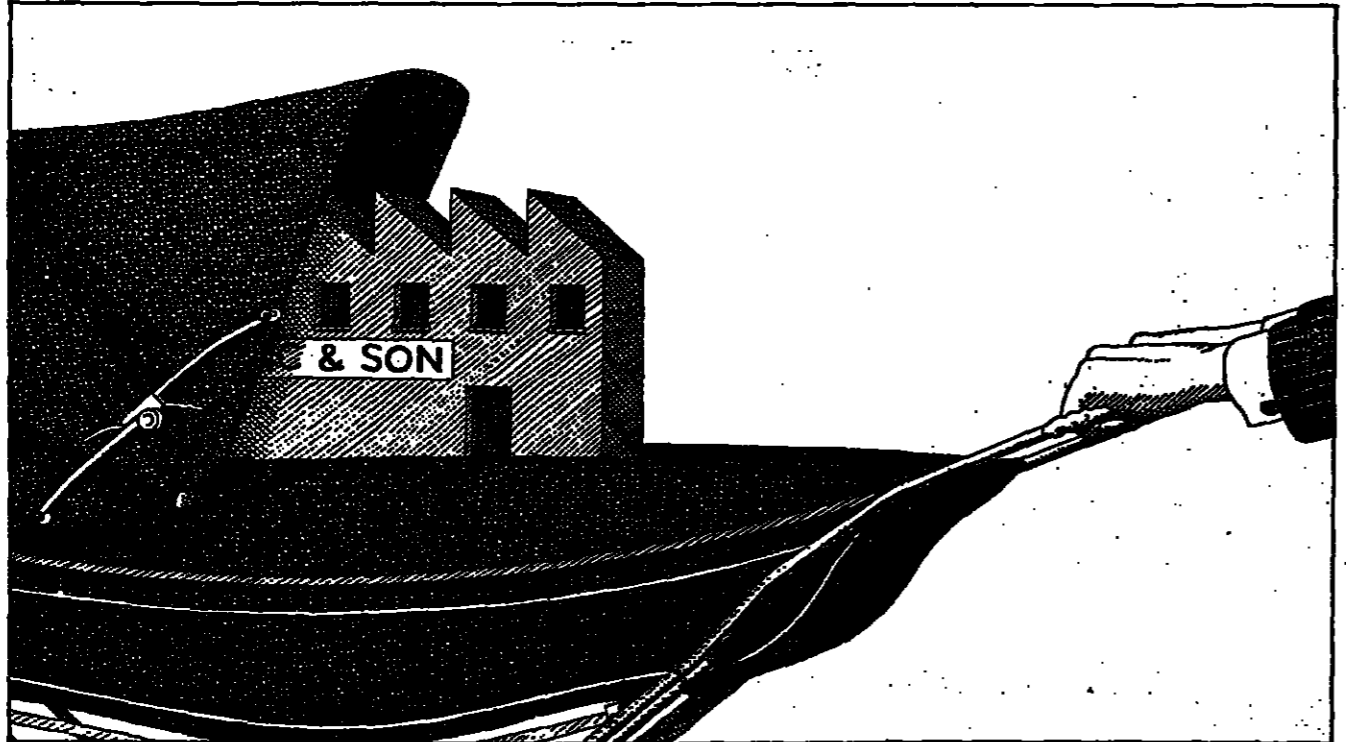
With a \$74m budget for this year, the DTI aims to fund 1,000 consultancies a month. Over the next three years, its aim is to reach into at least 20 per cent of the country's manufacturing sector.

Since Lord Young launched the revamped scheme in January, applications have been pouring in at the rate of more than 70 a day. Two-thirds of the applicants are from businesses with less than 25 employees; half of the applicants are seeking marketing help and advice.

There is now a quite sharper rate of take-up in Scotland, the



From left: Keith and Gill Stiff; Ralph and Liz Fitchett



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Co-operatives

Marketing the way forward

IT IS not just the "wholefood and sandals" image that has prevented co-ops from accounting for around 1,000 out of about 1.7m small businesses in the UK.

A recent Open University report pointed to a shortage of business skills and experience; the difficulties of obtaining finance; and limited appeal to many entrepreneurs, put off because co-ops entail having "to share both the rewards and control of the enterprise".

Mr George Jones, director of the Co-operative Development Agency (CDA), a quango set up under the 1976 Industrial Common Ownership Act, traces setbacks to the last century when some co-ops were taken over and converted or asset stripped. "The Benz co-ops didn't help either," he adds, referring to the failure in the 1920s of the Scottish Daily News, Kirkby Manufacturing and Engineering, and Meriden.

The Scottish Daily News was started as a co-operative venture from scratch, and was arguably the most spectacular failure of the three; KME and Meriden were rescue attempts of conventional companies.

A study commissioned by the London Enterprise Agency and National Westminster Bank came to much the same conclusions as the Open University report: "Britain has not shown the same enthusiasm for co-operatives as some other European countries. The co-operative movement in Britain has lacked the political commitment from the Government, the banks and other institutions. Legal and financial support for co-operatives is not as formalised or as favourable in Britain as it is elsewhere."

Perhaps surprisingly, however, the Thatcher Government has been moderately supportive of the co-operative principle. There have been ambitious plans to replicate on Teesside the famed Mendocino co-operatives of the Basque region - a \$200,000 grant for this project has been made available for a second experimental year.

Progress has been made, too, on new financial structures that should enable co-operatives to benefit from the Business Expansion Scheme. (This will go some way to dealing with what has

been a major stumbling block up until now - the difficulty of reconciling the need for external finance with the necessity to preserve total control by employees.)

There has even been a co-operative share issue in the past year to build up a venture capital-type fund to finance new co-operative businesses. The issue was launched by Industrial Common Ownership Finance, the financial arm of the Industrial Common Ownership Movement, the longest-established national co-op support agency and membership organisation.

Mr Jones, while endorsing about the basis of worker co-operatives - "the three Ds: dignity, democracy, dividend for the worker" - accepts that growth in other forms of co-operation is likely to be faster. One particularly promising area is in Italy and in the UK agricultural sector, is the marketing co-operative.

Marketing is the weak spot in the operations of many conventional as well as co-operative small businesses. The idea behind the marketing co-op is that promotion and advertising - time-consuming, expensive and often neglected - can be more effectively organised if businesses get together in marketing groups.

A separate company is set up (registered either as an industrial and provident society, or incorporated as a company limited by guarantee) solely to act as agent for the member businesses. The directors of the company are drawn from each business and fundamental to the concept - it is one business, one vote.

Member businesses may already be known to each other; they may be working in different parts of the same industry; or they may even be competitors.

There were early worries that agreements between such businesses could come unstuck when scrutinised under the 1976 Restrictive Trade Practices Act. In practice it is unlikely that many marketing co-operatives, with proper advice, would fall foul of the Office of Fair Trading. There are even some indications that bona fide marketing co-ops could become exempted in the

near future, as agricultural co-ops already are.

The Co-operative Development Agency has been given a modest government grant to promote marketing co-ops. Legal structures have been worked out, there are model agreements, and "hand holding" for groups getting off the ground is a key feature.

Mr Derek Oakley, one of the CDA staff working on the project, has a horticultural marketing background. His interest is "entirely practical, rather than ideological," and he is anxious to see conventional businesses, particularly those with exporting ambitions, taking advantage of joint marketing.

One of his problems, however, is the dearth of successful up-and-running marketing co-operatives to point to. There are currently around 60 "probables" in the pipeline, but the majority of existing groups seem to be of the small craft kind. These are interesting in their own right, but there is not a great deal "to set the entrepreneurial pulse racing," observes Mr Oakley.

The Intelligent Building Group (IBG) could be the first real breakthrough: the group includes some impressive construction industry and computing names, as well as small, lesser known, businesses. All are involved in one way or another, with the concept of the "intelligent" building, in which communications are planned from the start. Flexibility is built in so that new developments in technology can be incorporated.

The dozen individual members include representatives from: the computers and telecommunications wing of PA Consulting Group; quantity surveyors Northcroft, Neighbour and Nicholson; civil and structural engineers Brian Moorehead and Partners; system planners Ideas for Industry; and Duffy Eley Giffone Worthington, space planners and architects.

No one company could itself design as well as construct buildings in this area of fast-moving technology without drawing in other specialists. By getting together, IBG argues that the client, as well as the member businesses, benefit from simplicity,

also indicates that British business is on the move again, that it has got its costs and production into pretty good shape, and is now eager to get into the market place."

Philip Rawstone

Diane Sumner

**SMALL BUSINESSES 9**

A guide to government-backed and approved schemes

**Training aims to change the working culture**

ARE entrepreneurs born or made? Motivation, drive and a keenness to support oneself have always been seen as prime requirements for small business success but, given the right training, many more people are proving capable of competing alongside the "naturals".

The right training also helps reduce failure rates among all types of small businesses by equipping owner-managers with better skills. This is important because one-third of new jobs is generated in businesses employing fewer than 20 people.

Small wonder then that here is an area where the Government does not leave things to market forces by relying solely on the "born entrepreneurs" to carry national policy. Its Training for Enterprise (TFE) programmes aim to equip potential and existing small business operators with the skills to launch, manage and develop their businesses.

Britain lags behind competing industrial nations in this sort of training. The Manpower Services Commission (MSC) - shortly to be renamed the Training Commission - is working hard to

close the gap and will re-launch its training strategy in September to simplify the wide range of available schemes.

However, the principle behind TFE will remain: if attitudes towards training, personal enterprise and employment can be changed, then there is a greater chance of changing the predominant, dependent pattern of most British working culture.

This has developed over generations because most people regard themselves as employees rather than as entrepreneurs and employers. The old, non-enterprise culture is strongest in depressed areas with the narrowest economic bases and the smallest proportions of small businesses to big ones.

There is therefore likely to be plenty of training available - and at no or low cost to the small business - for the foreseeable future. Increasingly, more courses are being run in evenings or at weekends, recognising that most people cannot afford to take time off in the day or during the normal working week.

There is also a trend to "open" learning, where the learning process is by self-education through manuals, videotapes and tutored projects. However, the bulk of provision is through "training providers", such as universities, polytechnics, further education

colleges and institutes, enterprise agencies, chambers of commerce and private consultants.

Many of these run various Government-backed and approved schemes such as those outlined here.

Start-up programmes teach basic management and business skills, as well as where to go for help or advice from Government, local authorities, enterprise agencies, private sector consultants or small business clubs. About 70 per cent of participants start up a business and their failure rate of 10 per cent in three years is much better than the national average of 36 per cent. Some courses have eligibility conditions but the basic qualification is to have an idea that can be developed into a business. The MSC bears the full cost of training and may offer income support.

Seminars on subjects such as financial control, taxation, marketing and so on are aimed at existing businesses to help them improve performance and expand.

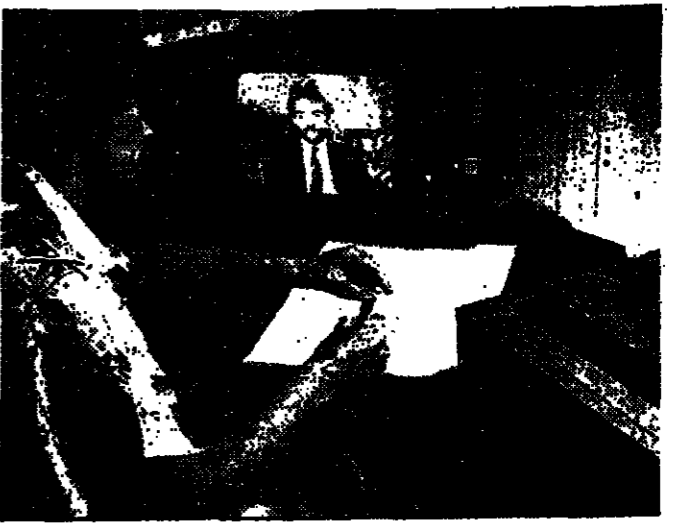
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colleges and institutes, enterprise agencies, chambers of commerce and private consultants.

Management Extension Programmes place unemployed executives in small businesses to work on projects expected to achieve growth. The executives receive three weeks of full-time training in special techniques of small business management, and then do a 12-week stint with a small business. This improves employment prospects of formerly big-company executives - about 70 per cent find jobs soon afterwards, many with their host firms. The Graduate Gateway Programme is a variant of this, aimed at introducing graduates to small businesses.

Private Enterprise Programmes (PEP) are a series of 13 training modules, each covering management skills such as book-keeping, taxation, basic accounting, financial control, marketing, and so on. Each module has a workbook, which is worked through in a one-day seminar. Target trainees are owner-managers who need to consolidate or develop their management techniques, but the modules are equally relevant to people wanting to go beyond the basics of a Bep.

Advanced open learning materials are being developed under Government contract by Cranfield Business School and the Open University. These have yet to be thoroughly tried out but the



There is a trend to "open" learning through manuals and tapes

quality is expected to be high. Existing networks of training providers may be used to ensure easy access and support.

A new concept to be introduced in September by the MSC is that of the training agent who will be responsible for recruitment of trainees, counselling, assessment of specific training needs, and planning the appropriate training.

The agents will be part of a new drive to unify training provision for the young and long-term unemployed, with priority given to the under-26s and people out of work for more than two years. Those with the right aptitude will be channelled into the appropriate small business training programmes.

Ion Hamilton Fozzy

**Enterprise**

**Breaking the barriers down**

A SECOND-YEAR engineering student, working for a small engineering company during his summer vacation, completes a 40-page report on the market for a special valve his employer is planning to produce.

A chemistry student, carrying out a similar vacation secondment with a small pie-making business, solves a problem the company has had with keeping its equipment clean. She then works on a project to find the ideal thickness for the pie crusts. For good measure, the same student advises the company's owner on the training needs of her staff and negotiates a £10,000 grant from the Manpower Services Commission to carry out the work.

Another chemistry student joins a small manufacturing company which is moving premises. Again, working in his summer vac, the student devises a more logical lay-out for the company's production line in the new factory to replace the outmoded system previously in use.

Students have been far more likely to join a large company involved in the 'milkround'

These were the stories of just three of the 110 students who took part last year in a programme designed to give science, engineering and business studies undergraduates experience of working in a small company.

The project, funded by Shell UK and the government, and known as the Shell Technology Enterprise Programme (STEP), is just one of a number of initiatives to have been launched in recent years to give undergraduates and even schoolchildren a taste for enterprise.

Serious attempts are being made to break down the barriers between the business and academic worlds. In the past, when students have contemplated a career in business, they have been far more likely to join a large company involved in the recruiting "milkround" than to consider self-employment or work with a small firm.

University and college careers advisers often dismiss the smaller company, which usually has no formal career structure or obvious prospects of advancement, and steer their charges towards the relative security of the large concern.

Yet the qualities graduates can bring to a job - including the ability to use external sources of information and skills in dealing with others - can be invaluable to the small company.

Employing graduates can be an eye-opener for the small business owner. Most have not considered taking on a graduate; would not know how to go about selecting somebody even if they wanted to; and regard graduates as possessing theoretical skills unsuited to the practical business world.

The STEP programme started with just 20 students in 1985 but expects to take up to 150 this year. The initial requirement that the students come from the technical disciplines has been relaxed and arts undergraduates may now also take part.

While this programme appears similar to the traditional sandwich course, in practice it is very different. A sandwich course placement is intended to turn out a better engineer, accountant or manager, explains Mr David Mullen from Durham University Business School, which has worked closely with Shell on the programme.

By contrast, participation in the STEP programme is expected to make the individual more enterprising, give him or her the confidence to take decisions, change things and use initiative.

The sandwich course student would be closely supervised; work within his or her own field of study and would usually be placed with a large company. STEP participants would be expected to use common sense and knowledge in unfamiliar areas; would be given lots of freedom and would work with a small company, Mr Mullen says.

Similar in some ways to the STEP initiative is the Graduate

Gateway Programme, which takes graduates, often with degrees in subjects less popular with large companies and usually unemployed, and gives them up to 17 weeks with a small company. Many of them stay on full-time.

A third scheme, the Graduate Enterprise Programme, launched in Scotland in 1983, but now provided by a number of colleges throughout the UK, gives graduates an intensive course of training in how to set up in business. Some participants start with an idea they want to develop while others have no fixed plans.

This programme, which catered for 150 graduates in 1987, has been reshaped this year by the Manpower Services Commission. Previously, graduates received six weeks full-time business school teaching interspersed with periods for carrying out research and raising funding.

Under the changes proposed by the MSC, the numbers of graduates will increase at least three-fold but the training programme, support for graduates during training, and the market research budget are being cut back. This move is seen by many of the colleges as reducing the quality of the training provided in order to boost the numbers passing through.

Alongside these programmes are informal networks of colleges and entrepreneurs. In starting, 5p develop, Ace (UK), an offshoot of the American Association of Collegiate Entrepreneurs, has established links with many British colleges since it was established in 1986. It is now planning to launch a Young Entrepreneurs' Network to bring together entrepreneurs aged up to 30 years and including those who have not been through higher education.

In the US, Ace's annual conventions draw several hundred undergraduates, graduates, professors and young entrepreneurs to three days of seminars, a trade show and an Academy Awards-style ceremony to nominate America's Top 100 young entrepreneurs.

Britain has some way to go to match the achievements and the razzamatazz of college enterprise in the US. While 2 per cent of US graduates start their own business, in the UK the figure is just one third of a per cent.

**Many children have set up businesses**

But neither Britain nor the US wait until a young person reaches university to start presenting the notion of enterprise. In the UK, Young Enterprise, a privately-funded educational charity which also has government backing, has been encouraging school children to run their own businesses for the past 25 years.

In recent years more than 20,000 15-to-19-year olds have set up and run more than 1,000 companies each year. Young Enterprise companies usually consist of between 20 and 30 young people who raise capital by selling shares to family and friends. They make real products, sell them where they can and distribute any profits when the company is wound up at the end of the school year.

Young Enterprise has been criticised for focusing narrowly on business and also for using a big company model for the businesses it sets up. Small businesses rarely issue shares or have as many "managers" as Young Enterprise companies, this argument goes.

The idea of making Britain's schoolchildren more enterprising also forms a key part of the Technical and Vocational Education Initiative, which aims to make learning a more active, practical experience. This programme is not restricted to business - enterprise can also be shown in community projects and adventure training - but it has led to children in many schools setting up their own small businesses. Pilot projects have been carried out in about 100 areas in recent years and the scheme is being extended across the country.

Charles Batchelor

**"If you work for yourself, they'll work for nothing."**



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SMALL BUSINESSES 10

Ian Hamilton Fazey looks at the public sector advice available

# Initiative should make help more accessible

THE YEAR'S most important development in public sector help for small businesses has been the Enterprise Initiative of the Department of Trade and Industry.

There has been some criticism of the initiative because it has abolished automatic regional development grants, while keeping selective, discretionary aid in the UK's assisted areas, but the DTI says that the aim is stop aid going to big companies which do not need it.

Instead, help is to be targeted. This looks like being very useful for established smaller businesses which want to grow or for less secure ones which need to improve their management techniques or stabilise themselves.

The way in is simply to ask the DTI, using one of the offices it has set up in a network throughout Britain. The address of the nearest can be obtained by telephoning any DTI regional centre.

Help comes initially in the shape of two days' free consultancy. This is a diagnostic exercise, pinpointing what a business needs by way of advice. The DTI will then meet up to two-thirds of the cost of employing external consultants skilled in particular techniques.

Marketing, design, quality, advanced manufacturing, business planning and financial and information consultancy schemes are available.

The simple way in which the enterprise initiative is supposed to work may help overcome the main problem

about public sector help and advice for small business: it is not so much that there is not enough of it, but that it is fragmented and tucked away in what at first appears to be a bureaucratic maze.

Help is available for start-up; expansion; innovation; acquiring computer skills; marketing; exporting; reclaiming land; obtaining technical advice; consultancy; improving energy efficiency; training; and very many other specific business needs.

There are several broad principles to bear in mind when trying to understand the maze and how to get through it, and a number of useful organisations.

### ASK SOMEONE THE WAY

The Government's Small Firms Service (SFS) or most enterprise agencies are prime sources of independent guidance about what is available and whether an individual or business qualifies.

The Small Firms Service offers advice and counselling for owners and managers of businesses employing up to 200 people, or people thinking of starting up. It is complementary to enterprise agencies, which may well recommend SFS help.

The SFS operates through 13 Small Firms Centres and more than 100 area counselling offices. Counsellors are usually highly experienced professionals. A comprehensive range of material is available gratis, covering such subjects as employment law,

bookkeeping; management accounts; marketing; exporting; selling to big business; starting your own business; and tendering for Government contracts.

The first three SFS counselling sessions are free, followed by a charge of £30 per session for the next six. The SFS is operated by the Department of Employment in England, and the Scottish and Welsh Development Agencies over the respective borders. Contact is by dialling 100 and asking for Freefone Enterprise, but be prepared for a wait - most offices are dealing with record levels of inquiries.

However, any business can do much to help itself by getting hold of one or more publications cataloguing sources of aid. There are several on the market, usually published by firms of accountants, consultants or the clearing banks at nominal prices.

A new one worth looking at is Binder Hamlyn's "Government Help for Your Business", which is to be updated twice-yearly.

It divides up the maze into easily digestible sections, such as training and employment, general investment and development, advisory schemes, research and development, exporting and tourism. Non-clients of the practice can get copies at £5 each from Binder Hamlyn Regional Development, Swindon SN1 5JA.

### LOCATION

Many forms of financial aid are only

available in assisted areas, defined generally by the extent to which their unemployment rates exceed the national average. Special help on innovation is available for small businesses, for example, so choosing where to locate, or expand, may be crucial to qualifying for aid. Full details are obtainable from the DTI.

The right location can also provide a source of cheap money from BSC Industry or British Coal Enterprise, which have substantial funds to give or lend to businesses creating jobs in steel or coal closure areas. Any business qualifies - it does not have to be set up by redundant miners or steelworkers.

The same principles will apply in West Cumbria, where British Nuclear Fuels has set a £10m fund to help restructure the local economy for when building work slows down at Sellafield in the 1990s.

### LOCAL AUTHORITIES

Many have discretionary schemes covering such things as rent or rates relief; low-cost mortgages; short-term loans; land purchase subsidies; and employment grants. Usually schemes are linked to job-creation or saving jobs and applicants have to demonstrate that without the help involved a project would not proceed in terms of size, location or timescale. Details are best obtained from a local council's industrial development officer or planning department.

### DEVELOPMENT AGENCIES

Wales and Scotland each have a development agency, based respectively in Cardiff and Glasgow and will send details of assistance they can offer on application. In Northern Ireland there is an Industrial Development Board and a specialised, highly effective small business agency called the Local Enterprise Development Unit. Both are based in Belfast.

### REGIONAL AGENCIES

A quasi-development agency has been formed for the North-East and Cumbria, called the Northern Development Company (NDC), in Newcastle upon Tyne. This is a partnership of public sector and private sector interests. It is developing a wide range of aid for businesses in the region, including organised briefings for buyers on bidding for offshore work, international aerospace contracts and other projects so large that most smaller businesses are usually put off.

Other agencies worth approaching are the Greater Manchester Economic Development Corporation and Lancashire Enterprises Limited, the latter based at Preston. Each is a sort of hybrid development/enterprise agency/board. The enterprise boards of Yorkshire Enterprise Board in Leeds and those for the West Midlands in Birmingham and Merseyside in Liverpool can also help.

### ENGLISH ESTATES

This is the Government's property building and marketing agency. It builds mostly advance factories, usually for local authorities or Government agencies, but will also design and build bespoke ones, as well as taking part in some office development.

Its policy is changing as the economy picks up. It will leave all but the most difficult areas to the private sector, except when building a bespoke factory. This is contributing to a factory shortage in some areas which is likely to persist until private developers can take up the slack.

### RURAL DEVELOPMENT COMMISSION

The Council for Small Industries in Rural Areas, which functions as a one-stop shop for anyone employing fewer than 20 in an area with under 10,000 inhabitants, goes under this title from this month, as does the Development Commission, of which CoSIRA was the small business arm.

Functions are now combined - the commission is responsible for advance factories, usually built by English Estates, while CoSIRA provided business advice, consultancy and training - so there should be better one-stop shopping. There are loans and grants for buildings, plant and equipment. A network of offices

is organised mainly on a shire county basis.

### URBAN DEVELOPMENT CORPORATIONS

The success of the London and Merseyside originals has seen others designated for Greater Manchester, the Black Country, Teesside, Tyne-side, Sheffield and Cardiff. There are also "mini-UDCs" - with smaller budgets and smaller areas - in some inner cities.

Small businesses can benefit by bidding for work from the UDCs themselves (particularly professional consultancy during the early years of land reclamation and building) and then through the availability of often low-cost, well-managed and secure workspace, or through the opportunity to set up in up-market retail developments such as Liverpool's Albert Dock village.

### ENTERPRISE ZONES

There are 26 in Britain, each with a 10-year holiday (from their date of designation) on local authority (though not water) rates and the freedom to relax or accelerate some planning and administrative controls. Freedom from planning constraints may be a real boon, especially if the planning authority is a UDC and the zone is in its territory - the Isle of Dogs in London is one case of this and the Trafford Park UDC in Manchester is another.

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P R E S S F O R A C T I O N

### Case study/Nor Frost



Nor Frost: on the production line

## Profits from a lot of cold air

NORFROST IS arguably the unlikeliest business in Britain. What it is claimed is the biggest manufacturer of fridge freezers in Europe is located not on some industrial estate in the south of England, but literally within a few miles of John O'Groats, at the north-eastern tip of Caithness.

While many manufacturing companies in the Scottish Highlands concentrate on low volume, high value products to offset the high cost of transport - the nearest big population centres to Caithness are more than 200 miles away - Nor Frost makes a profit manufacturing bulky products which, in transport terms, consist largely of boxes containing a lot of air. Furthermore, it operates in an industrial sector where profits have for years been scarce or non-existent.

The company was formed by Alex and Patricia Grant, a husband and wife team. From their determination to keep the business in their home town of Castle-town - in the fertile, lowland corner of Scotland's most northerly county - stemmed their tenacity in overcoming the disadvantages of distance. A manufacturing company that can thrive in Caithness ought to be able to take the other aspects of running a business in its stride.

The Grants used to run the local electrical store in Castle-town and were, as Mrs Grant says, on the receiving end of the complaints of disgruntled purchasers of fridge freezers, which tended to deteriorate or leak with disastrous effects. "We believe that we could do it better," she says.

That was in 1971, and the Grants encountered considerable scepticism as to whether such a business could be made to work successfully in such a remote place as Caithness. But they were able to obtain finance from the Highlands and Islands Development Board as well as bank loans, and the business began to develop, sustained by Mr Grant's skills in electronics and Mrs

Grant's self-taught flair for marketing. Nor Frost now employs 135 people. In the year to May 1987 it had sales of £7.8m on which it made profits of £1.5m. This year it expects turnover of about £10m, on which it expects to make pre-tax profits of £1.5m and there is an intention of seeking a quotation on the Unlisted Securities Market.

Its recently expanded 100,000 square foot factory makes about 150,000 fridge freezers a year and exports about half of them, to Europe, the US, and even to Japan, south-east Asia and the Gulf states. Last autumn it produced its millionth fridge freezer.

The Grants believe there is world market potential for up to 1m units a year and would like to have 30 per cent of that market. Nor Frost believes part of its success is due to the high quality of its products. It makes as many components as possible in-house. The company has a sophisticated machine shop which can carry out most repairs but it also carries several weeks' stock of freezer components. The workforce is stable and productive and the company has not lost a day's production for seven years. On top of that comes what is evidently an inspired approach to marketing.

But to make a success of such a business in Caithness requires paying attention to logistic factors that would be unimaginable to most other companies. To solve the transport problem Nor Frost has, in effect, entered the haulage business, investing in its own transport fleet of 10 Scania tractor units and 25 articulated trailers. The trucks are able to deliver fridge freezers to any part of Britain at a cost of only 22 each.

The clever part is that to make the run economic the fleet brings in not only the company's own raw material requirements but also picks up and delivers goods for other customers in this part of Scotland.

James Buxton







TEXTILES 4

Yorkshire woollen industry

# Boom in suits may bolster 19th century image

IN OLDER industries, town rivalries die hard. And, although much diminished in terms of numbers employed, the Yorkshire wool industry still defies being lumped together. Production remains localised and many firms have become increasingly specialist.

Broadly speaking, the industry divides into a woollen sector (manufacturers processing carded wool) and a worsted sector (firms using combed wool). Bradford, with the odd exception, is the home of the medium-quality worsted industry while Huddersfield is the centre for fine worsted manufacturing. The remains of the woollen industry - once large but savaged from the 1860s onwards by imports from Italy - are situated along the Colne Valley.

Employment in wool textiles in

Yorkshire has remained fairly constant since 1982, at approximately 34,000. The much smaller Scottish wool industry employs around 4,000. This is in stark comparison with employment levels before the drastic shake-out of the 1970s. Between 1971 and 1977, 43,000 jobs were lost in the industry as a whole.

There are around 400 firms within the Yorkshire wool textile sector. They comprise producers stretching from scourers and combers to weavers and finishers, and include the four large acrylic spinners which feed the Midlands knitwear manufacturers. Despite the emergence of the wool textile groups, which swallowed up many family-owned mills in the 1970s, the industry is still a small firm sector. The average company employs 150 people.

The two major UK textile groups, Coats Viyella and Courtaulds, both have interests in Yorkshire wool textiles. Coats Viyella has substantial involvements, chiefly in spinning. Courtaulds is involved to a far lesser degree.

Other major forces on the Yorkshire wool scene are the groups which have grown up within the industry itself. They include Allied Textiles, the John Crowther Group, Dawson International, Illingworth Morris, British Mohair, Parkland, John Foster and Resident International, W & J Whitehead in Bradford is the largest private company in UK wool manufacturing.

Expansion in the worsted sector has tended to be horizontal in fact large companies, like Allied Textiles and Huddersfield Fine Worsteds, part of the Illing-

worth Morris Group, produce several collections under different names.

As in Scotland, the Yorkshire woollen sector is largely vertically structured. Courtaulds' chief interest in Yorkshire wool textiles, for example, is Courtaulds Woollens, a vertical mill on a single site which results from rationalising five separate mills.

Much of the recent growth among the larger fabric producers has been in the home trade, with the chain stores and multiples. Some, like Parkland, have built up a close relationship with UK retailers over the years; others, like John Foster, are newer entrants. Foster the world's largest mohair weaver, has expanded its chain store business sixfold over the last three years.

The retailers' demand for quicker turnaround has encouraged investment in faster looms, continuous processing, automated handling and computerised matching systems. And, although not as advanced as the best of the West German producers, most Yorkshire mills are not the noisy, dusty places they were even 10 years ago.

Some weavers - such as Parkland and Joseph Royce, part of the Lister group - are using computer-aided design systems to develop new ranges. Nevertheless, the industry depends as much on essential craft skills as on new technology - especially in the fine worsted sector.

In 1985 UK wool producers were cock-a-hoop, having broken their export record with a figure of \$607m. This was followed by a levelling off with a figure of \$556m in 1986 with a recovery to \$593m in 1987. Raw wool and tops (combed wool prepared for worsted spinning) did especially well in 1987; the Japanese market for British wool fibre revived during the year and the demand for tops was boosted by the activity in worsted weaving, particularly in Italy, West Germany and Japan.

Despite the drop in the dollar, UK exports of worsted fabrics to the US actually rose in volume during 1987. Exports of woollen fabrics to the US, however, dropped by 33 per cent in volume between 1985 and 1987, the fashion for smooth fabrics being a contributory factor.

The slack left by the downturn in US exports has so far been offset by increased sales to Western Europe and Japan where the

continued strength of the yen has helped.

The industry is concentrating its efforts on maintaining its performance in established markets. Producers are also developing new cloths - such as silk-rich wool blends - which escape the high tariffs imposed to protect indigenous wool industries.

The past two years have witnessed something of a wool boom, stimulated by the return to the suit and the swing away from cotton-based casualwear. The trend for smooth, lightweight fabrics has especially favoured the Yorkshire worsted sector; many mills are booked up until the autumn.

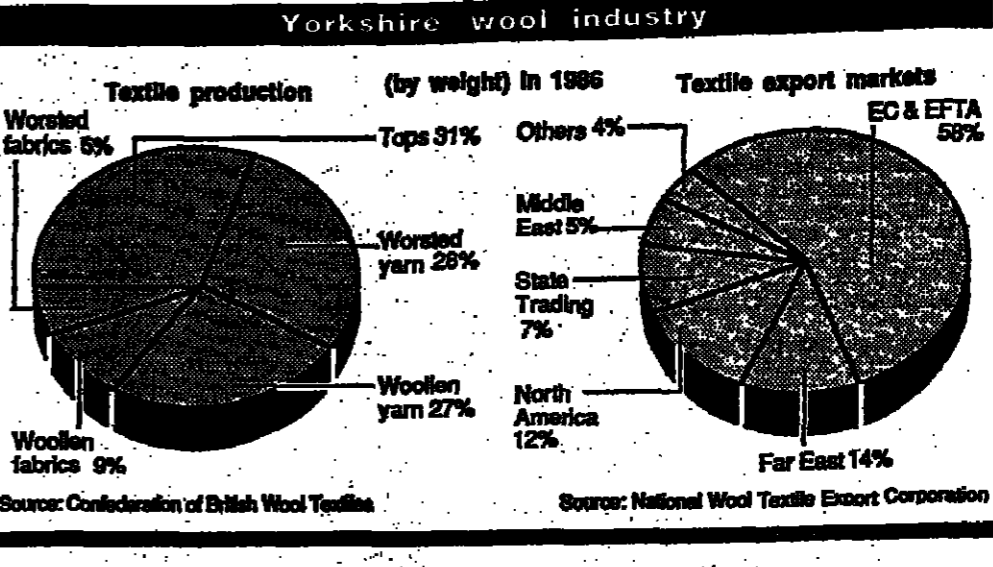
But worsted producers now face serious challenges: adverse exchange rates and rising wool prices.

Prices of the finest Australian wools have been most affected, doubling between November 1986 and November 1987. This has had a knock-on effect further down the scale with medium qualities also seeing substantial price rises. The situation is attributed to China - and to a lesser extent, the USSR - buying huge quantities of raw wool. Considerable mystery surrounds China's behaviour: as yet there is no noticeable increase in Chinese wool exports.

As users of the finest wools, worsted fabric manufacturers have been hardest hit. Those at the top end have been particularly insulated by the nature of their market. But mills supplying medium quality worsteds are having to look at lighter weights, blends with other fibres and greater production efficiency.

In the acrylic knitwear yarn sector, the UK has been curtailed and prices depressed by cheap Turkish yarn imports which grew from 45 tonnes in 1984 to over 4,000 tonnes in 1987. Hand-knitting yarn spinners are additionally suffering from sluggish demand from the consumer.

But one of the main difficulties facing all the Yorkshire wool companies is the industry's image problem. Wool textiles are still perceived as a "19th century" industry and it will take years of expansion and investment to get to grips with this problem.



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Alexandra Burdon

## Profile: Taylor & Lodge

### Smart work at the mill

IN WOOL textile circles, Gordon Kaye is something of a local hero. A down-to-earth Yorkshireman in his late 40s, Mr Kaye is managing director of Taylor & Lodge in Huddersfield, weaver of some of the world's finest and most expensive heavy worsted cloth.

Taylor & Lodge is small but highly specialised, weaving between 70 and 80 pieces (4,200 to 4,800 metres) of cloth a week. Though limited in quantity, the product is extremely high in added value. At the top of its range, Taylor & Lodge produces suitings in luxury blends - cashmere with a dash of vicuña, mink or ermine - which sell for more than £100 a metre. Its average price, for pure wool or wool based worsteds, is more modest at \$25.

Some 70 per cent of the company's sales is direct export; a further 20 per cent is exported indirectly. It has markets in 26 countries but the key customers are the Far East, primarily Japan, which accounts for 40 per cent of production; Western Europe and the UK which account for another 40 per cent; and the Middle East, representing 15 per cent.

A high proportion of sales are to trading houses, not to the individual who sell on to tailors. Less than a quarter are to clothing manufacturers. The most expensive fabrics sell to Japan where men will pay up to £10,000 for a suit. Between £5,000 and £6,000 is considered "fairly normal" in this market niche.

Eight years ago Taylor & Lodge almost disappeared. The company was declared bankrupt and its 250 employees were made redundant, many with little hope of finding alternative employment. In Huddersfield, the mill's closure was regarded as the end of an era. Perceived as the Rolls Royce of worsted weavers, it had reached its pinnacle in the 1960s. In 1966 it won the Queen's Award for Export. By the 1970s it was losing its way, relying too heavily on too few markets and allowing quality control to slip.

Unexpectedly, Taylor & Lodge

was purchased by a Palestinian born entrepreneur, Mr Omeir Cotran, who formed a consortium with two business friends, a Jordanian mill owner and a leading cloth merchant in Tehran. Chairman of the OMC group, Mr Cotran secured an order worth \$250,000. Gradually the workforce was expanded to reach its present 90.

Initially, re-equipment consisted of re-conditioned machinery; the firm bought its first new machines only 18 months ago. Last year however, it spent \$600,000 on new production technology.

But many of its processes remain labour-intensive. The mill is one of only a handful which still carries out paper pressing (heat and pressure are applied to finished cloth sandwiched between sheets of card) to give it a subtle "bloom." Each metre is inspected at least six times and computers will never replace the skilled menders who pick up every broken thread.

Sophisticated technology now stands cheek by jowl with wooden and iron washing machines from the 1900s; there is no substitute for wood in providing a high quality handle to the finished cloth. The mill still obtains all its water from the River Holme - famed for its softness - which rushes past its

Part of Taylor & Lodge's success is its careful targeting of collections to different nationalities. Its designers produce 1,000 new design ideas every year, a contributory factor in its high prices. In 1981 the firm developed a lightweight washable wool for the traditional Arab robe, the dustabcha, in response to a challenge from a Kuwait merchant.

"In the old days, a mill designed one collection for the world. Today one has to aim for specific markets. It means careful market research and understanding the culture and customs of a place," says Mr Kaye.

His style is to get on with the job in hand. Once stuck at an airport in the Middle East, he gathered a group to hire a bus to travel for 17 hours through the desert. But his success, and the personal loyalty he commands, carry a price.

Although no self-publicist, Gordon Kaye has inevitably become the company figurehead in customers' eyes. He has a strong design and production team at the mill, but on the marketing

front there is no-one learning at his elbow.

Mr Kaye knows what he is good at - and where the skills of his workforce lie - and is determined to stick to the top few ranges in the market. Attempts to develop a branded Taylor & Lodge menswear range flopped well before any products reached the market, and he has so far resisted the idea of extending the firm's production into a more middle market range. "It's not an area we know and I feel that our customers wouldn't like it."

Taylor & Lodge is now worth at least 10 times as much as in 1980. It has made a profit every year and its turnover has risen from £1.2m in 1981 to between £3.5m and \$4m currently. So far it has rebuffed the overtures of the larger wool textile groups which would dearly like to add one of the industry's classiest names to their own stables. "If we can paddle our own canoe," says Gordon Kaye, "so much the better."

Alexandra Burdon

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INTERNATIONAL APPOINTMENTS

**WCRS names Australian agency managing partner**

WCRS GROUP, the fast growing British-based advertising and marketing services concern, has named Mr Chris Pimington managing partner of The Ball Partnership, the group's Sydney advertising agency. Mr Wayne Gardiner, the former managing partner, has become the vice chairman.

Mr Pimington joined Wight Collins Rutherford Scott, now WCRS Mathews Marcantonio, the group's UK agency, as an account director in 1983, and was promoted to the agency board in 1985. During his five years there

as a director, he has been responsible for a variety of accounts, including United Biscuits, Spillers, Sara Lee and Carling Black Label.

He was previously an associate director with D'Arcy MacManus and Masius, where he started his advertising career in 1975.

Commenting on the appointment, Mr Roger Neill, deputy chairman of WCRS Advertising, said: "Australia is the second largest per capita advertising market in the world, after the US, and The Ball Partnership is one of Australia's top ten fastest

growing agencies with capitalised billings in 1987 of A\$46m - double the 1986 figure.

The appointment of Chris Pimington to the Ball Partnership demonstrates our commitment to the international transfer of craft skills and talent within the WCRS federation of advertising agencies."

\*\*\*

**HONGKONG AND SHANGHAI BANKING** has named Mr John R.H. Bond a director, with the title of executive director Americas. He will remain based in New York, where he has been serving as chief executive officer Americas since last year.

Mr Bond has also been appointed chairman of a newly established committee, which will oversee coordination of the business of this leading Hong Kong bank and of Marine Midland Banks, its wholly-owned subsidiary, in the Americas.

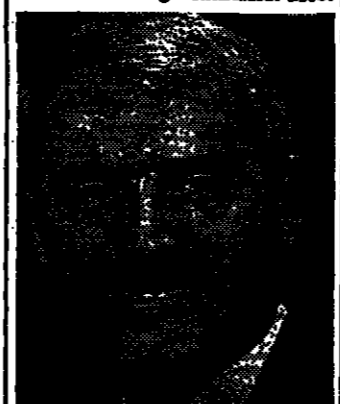
Mr Geoffrey Thompson, president of Marine since 1986 and who now has also been appointed its chief executive officer, and Mr Richard Keller, who became an executive director of Marine yesterday, will also be members of the new committee.

After joining Hongkong and Shanghai Banking in 1981, Mr Bond served in Hong Kong, Thailand, Singapore, Indonesia and the US. He was made chief executive officer of the bank's Wardley group in 1983.

**NCR fills treasury position**

NCR, a major US manufacturer of computers and business machines, has named Mr Pete Amstutz assistant treasurer, Benefit Plans Financing, within NCR's Treasury Division.

Mr Amstutz, who joined NCR last month, has 19 years of experience in the securities and commercial banking industries. Most



Mr Pete Amstutz

recently, he was vice president and team leader for the Continental Illinois National Bank of Chicago branch in London.

He has also worked in upper management for First National Bank of Chicago in Geneva, Frankfurt and London; and Daiwa Securities America in New York. He began his career in 1969 with Smith Barney in New York.

**Allied-Signal elects new president**

ALLIED-SIGNAL, the US-based worldwide advanced technology group with businesses in aerospace, automotive products and engineered materials, and with \$1.8bn sales in 1987, has elected Mr Alan Belzer president and chief operating officer. He has also joined the board of directors.

Mr Belzer, 55, has been an executive vice president of Allied-Signal and president of its \$2.5bn Engineered Materials Sector since 1983. He joined the company in 1955.

Mr Frederic M. Poes, 45, formerly president of the corporation's Fibres Division since 1986, has taken over Mr Belzer's previous post, and is expected to be elected an executive vice president of the corporation.

The replacement for Mr Poes as Fibres Division head is Mr Daniel P. Burnham, 41. He is succeeded as president of the sector's Plastics and Performance Materials Division by Mr Robert P. Viarango, 55, who was previously vice president - planning and business development for the sector.

In making the announcement, Mr Edward L. Hennessy Jr, chairman and chief executive of Allied-Signal noted that under Mr Belzer's leadership, the Engineered Materials Sector has consistently been the most highly profitable of the company's three major operating units.

"With Al's long experience in every phase of operating management, he is exceptionally well

qualified to help us attain better balance between current earnings and our long-term investment for future growth," Mr Hennessy said.

"The appointment marks the start of a new stage in the strategic growth and development programme our company embarked upon in 1979," he added. "Over that time we have grown very rapidly, primarily through acquisitions, and in the past two years we have consolidated our operations and sharpened the focus on our core businesses. Alan and I now will work in partnership to refine our corporate strategy and maximise our operating performance."

\*\*\*

AT THE annual meeting of Asa AB, of Sweden, part of ABB Asa Brown Boveri, the major company formed as a result of the January 1 merger of the electro-technical businesses of Asa and BBC Brown Boveri, of Switzerland, Mr Kjell Hogfelt was elected to the Asa board of directors in succession to Mr Percy Barnevik.

Mr Hogfelt was born in 1929 and has been with Asa since 1957. He was made president of the company at the beginning of this year. Mr Barnevik is president and chief executive officer of Asa Brown Boveri.

Asa now administers its 50 per cent holding in Asa Brown Boveri, as well as its holdings in businesses not included in the merger, such as Hagglunds, ESAB and Electrolux.

**Chairman for Brierley Investments subsidiary**

BY DAI HAYWARD IN WELLINGTON

BRIERLEY Investments, the main corporate vehicle of Sir Ron Brierley, the New Zealand entrepreneur, has appointed its operations manager, Mr Stuart Walbridge, as the chairman of Cable Price Downer, the engineering and construction group which is now a 100 per cent subsidiary of Brierley Investments.

Mr Walbridge, 48, replaces Mr Bill Steel, who retired on March 31. Mr Walbridge was an executive engineer with British Post Office Telecommunications, and then a senior executive with Uni-

lever in Britain, Ireland and West Africa.

He later became acting chairman and managing director of Unilever NZ. He has been a Brierley director on the CPD board since March last year.

There have also been several other changes to the CPD board, with the retirement of four other directors. New members are: Mr H.G. Callan, deputy chairman, Mr Rick Christie, managing director Mr Bruce Hancock, Mr H.W. Huse, Mr R.S. O'Hagan and Mr H.W. Revell.

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Shelvoka Dempster is a successful autonomous subsidiary of Krug International. A leading OEM of waste handling equipment for the world market, the company is strengthening its management team in order to meet a challenging future. Two key positions exist.  
**COMMERCIALLY-MINDED FINANCIAL CONTROLLER**, To £25,000, Car, Benefits  
 Reporting to the Finance Director, this post has complete responsibility for all major accounting functions and for ensuring that tight operating controls are maintained. In addition, you will be expected to develop existing computer systems to keep pace with the company's planned future expansion and play a significant management role. Aged 28-35, you will already have had accounting experience in a manufacturing environment and will have the wide-ranging experience required by this sharp-end opportunity. Ref: B17026/FT.  
**FINANCIAL PLANNING MANAGER**, c £20,000, Car, Benefits  
 The position reports directly to the Finance Director and has a remit which includes the production and interpretation of strategic data, involvement in ad hoc business ventures including acquisitions and the development both of the company's computer modelling and integrated costing systems. The successful candidate will also be expected to make a significant contribution as a member of the management team.  
 Both positions require talented, self-motivated people possessing good communication skills and the scope to be involved in the decision-making process and in the future of the company. The excellent rewards package is accompanied by comprehensive relocation assistance where appropriate. Ref: B17053/FT.  
 R.J. Arnold, Hoggett Bowers plc, 13 Frederick Road, Edgbaston, BIRMINGHAM, B15 1JD, 021-455 7875, quoting the appropriate reference.

These positions are open to male or female candidates. Please telephone for a Personal History Form to the relevant office, quoting the appropriate reference.

Chancel 30



# FINANCIAL CONTROLLER

Thames Valley c. £28,000 + car

Our client, a trade association, provides a variety of services to member companies with particular emphasis being placed on research, marketing and administrative affairs. A financial controller is required who, with the support of a small accounts team, will assume responsibility for all financial management and for increasing commercial awareness within the Association. Key responsibilities will be ensuring the adequacy of financial controls in coping with current and future requirements, the further enhancement and interpretation of management information and making strategic contributions to business plans and their execution.

Candidates will be mature qualified accountants with sound technical skills and a proven track record of successful financial management, ideally in a service related industry. Personality is also very important. The role will require someone with excellent communication skills and a positive self assured and flexible style is essential. A willingness to adopt a "hands on" approach whilst at the same time contributing to the commercial management of the Association is necessary. Please write in confidence, enclosing full career details, quoting reference B8494 to Mike Smith.

## KPMG Peat Marwick McLintock

Executive Selection & Search, Abbot's House, Abbey Street, Reading RG1 3BD.

# Manager - Finance FINANCIAL SERVICES

£25,000 + Car + Benefits CENTRAL LONDON

This Company, backed by substantial British institutional shareholders, is established as a major force in the development and funding of mortgage products in the U.K. Market. Having grown rapidly in recent months, priority is now being given to the recruitment of an additional Finance Professional to play an integral part in future development.

Reporting directly to the Controller, you will be responsible for the implementation of integrated financial accounting and information systems, ensuring that the business is monitored and accurately reported at all times. Other duties will include preparation of financial accounts, liaison with administrators, budgeting and input to business planning. The role will involve close liaison with the Treasury and Company Secretarial functions and thus offers a complete overview of Financial Management.

Candidates will be graduate chartered accountants, aged 25-30, able to demonstrate high levels of technical and

inter-personal skills. They should also have sound PC based systems experience, and be able to function as a team player whilst demonstrating strong self-motivation and initiative. Confidence, flexibility, leadership, flair and an entrepreneurial spirit are essential to meet the continuing challenge this role offers. The company expects candidates to be capable of promotion to Controller within two years.

For further information, please telephone or write, enclosing full career details to Alex Steele, Firth Ross Martin Associates, Wardgate House, 59a London Wall, London EC2M 5TF. Telephone: 01-628 2441.

*Firth Ross Martin*  
FIRTH ROSS MARTIN ASSOCIATES LTD.

# FINANCIAL SERVICES

investigative roles with the sector leader

Central London to £30,000 + mortgage etc

Our client is one of the UK's largest and most influential financial services groups. Reorganisation of its long established businesses together with numerous acquisitions and new ventures have enabled it to consolidate its dominant position in this highly competitive sector.

The diversity and changing nature of the group's activities continue to create extensive career opportunities for young accountants. Several are now sought for a high profile corporate team which undertakes a wide range of projects reviewing and appraising the group's activities, controls and information systems.

These investigative roles will provide constant challenge, exposure at all levels and an invaluable insight into the group's many activities. They are well proven stepping stones for rapid progress at group or subsidiary level.

Applicants should be aged under 30 and be computer literate with audit and/or investigation experience. Specific responsibilities and associated competitive remuneration packages will be geared to make these positions of equal attraction to those who have qualified at any time in the last five years.

Please write with full career details or telephone David Tod BSc FCA quoting reference D/714/RF.

LLOYD MANAGEMENT Selection Consultants 125 High Holborn London WC1V 6QA 01-405 3499

LLOYD MANAGEMENT

# HEAD OF OPERATIONS AND FINANCE

City circa £35,000 + car + bank benefits

Our client is a well respected overseas bank which is planning to open a UK branch in October 1988. This operation will provide the full range of investment and commercial banking services to the UK market. As part of its team building programme it wishes to appoint a Head of Operations and Finance to exercise full administrative and financial control over all areas of the branch activities.

Reporting to the General Manager, the successful candidate will be responsible for developing risk management and dealing systems, financial planning and reporting procedures, and compliance and management information systems.

Candidates should be qualified accountants with substantial experience gained in a progressive banking environment. They should be familiar with the regulatory framework, MIS, treasury and capital market products, and be able to demonstrate a successful track record in financial control.

This is a challenging high profile appointment which will provide scope for career growth and carry with it a flexible salary and full banking benefits including a subsidised mortgage.

Please write in confidence, enclosing a full cv including current salary and quoting reference P1279, to Paul Carvoso.

## SENIOR MANAGEMENT ACCOUNTANTS

c17K - 20K + Fully Expensed Car & Company Benefits,

Relocation expenses if appropriate

Our client is a World Leader in its field. The UK operation of this prestigious Blue Chip Company has a turnover in excess of £150m, with an outstanding growth potential.

Currently there are openings for ambitious Management-Accountants in two major divisions located in Central Berkshire. Each candidate should be fully qualified with the ability to demonstrate a high degree of computer literacy.

The position will report directly to the Controller and work closely with each Divisional Director. You will also liaise extensively with the Branch and Area Managers.

The roles are challenging and demanding, requiring first-class inter-personal skills together with an excellent commercial and industrial awareness. The successful candidates will be required to ensure the quality and integrity of all aspects of accounting and to contribute actively to business development.

The prime responsibilities will include: Operational Planning, Business Control, Budgeting and Systems Development. Experience of Multi-Site or Construction based industry would be an advantage.

If you wish to become part of a dynamic team and can meet our Client's very high standards, please apply to Clive Pugh or Doreen Chatterton enclosing your personal Curriculum Vitae; or telephone: Wokingham (0734) 774200.

All applications will be treated in complete confidence.



Accountancy Staff Ltd,  
35 Broad St,  
Wokingham  
Berks. RG11 1AU

## ABACUS

COMMERCIAL CERTIFIED MANAGEMENT ACCOUNTANT TO £25,000  
Splendid opportunity for a qualified person to gain five commercial accounting experience with a top London Chartered Firm. The successful candidate must be PC-Literate and innovative to aid systems improvement and development.

Contact Mr D. Green at ABACUS (Recruitment Consultants on 930 1475)

Financial Recruitment  
01-930 1475

## APPOINTMENTS ADVERTISING

For further information Call 01-248 8000  
Tessa Taylor ext 3351  
Deirdre Venables ext 4177  
Patrick Williams ext 3694  
Elizabeth Rowan ext 3458  
Paul Maravaglia ext 4676

## KPMG Peat Marwick McLintock

Executive Selection & Search, 9 Creed Lane, London, EC4V 5BR.

# EPSON Financial Accountant

£24,000 + car + bonus

Our client Epson (UK) Ltd, a subsidiary of the Seiko Epson Corporation, is a leading manufacturer and supplier of micro computers and peripherals. Due to exceptional growth they now require a young accountant to take total responsibility for the financial accounting function. Managing a team of nine staff, duties will include reviewing procedures and accounting practices, continuing implementation of computerised systems, improving and updating foreign exchange management, cash collection and short term funds forecasting, and developing and training staff.

The successful candidate will be a qualified accountant (ACA, ACMA, ACCA) with 2-3 years' post qualification experience gained in a commercial environment. The proven ability to manage change and the possession of good communication skills are essential for this position. Our client is currently based in Wembley, but relocating close to M25 between M1 and M4 by 1989.

Interested candidates should write enclosing a full CV to Stephen Doyle ACA at Kingsbury House, 6 Sheet Street, Windsor SL4 1BG. Quoting Ref. SV 1065.



Michael Page Partnership

International Recruitment Consultants  
London Bristol Wrexham St Albans Leamington Birmingham Nottingham Manchester Leeds Glasgow & Worldwide

## MANAGEMENT ACCOUNTANT

Leading firm of Solicitors

City c£24,000 + benefits

Our client is one of the City's major practices with a long established reputation and international presence.

It seeks a commercially experienced qualified accountant, aged mid to late twenties, for its management accounting department. The successful candidate must be able to make an immediate contribution to management reporting and the further development of computerised systems. Experience of PCs and good communication skills are therefore essential.

The dynamic environment and the success and growth of the firm will ensure that future opportunities will be forthcoming and that the position will provide excellent experience and challenge.

Please write with full career details or telephone David Tod BSc FCA on 01-405 3499 quoting reference D/710/RF.

LLOYD MANAGEMENT Selection Consultants 125 High Holborn London WC1V 6QA

LLOYD MANAGEMENT

## SUCCESSFUL JOB SEARCH

ARE YOU A SENIOR EXECUTIVE SEEKING A NEW FINANCIAL APPOINTMENT?  
We are the professionals who can advise and help you. Since 1982, Comnaught's executive clients have accessed unadvertised vacancies, obtained interviews, found the right jobs and reduced job search time. Contact us for an exploratory meeting. It is without charge and we will tell you if we can help and at what cost; it may be easier than you think. Express enquire about our special service.  
London: 32 Savile Row, London W1X 1AG, Tel: 01-734 3679 (24 hours).  
Bristol: Mazzo House, 76 Queens Road, Clifton BS8 1QX, Tel: 0272-226933.

Comnaught

AVAILABLE PER JUNE 1988

Financial Manager/Controller  
International group preferred  
- Dutch national, age 40, experienced in UK & US reporting, prepared to travel.  
Apply to: 40/42, Piccadilly Circus, 40 Cannon Street, London EC2P 4BT

## Divisional Accountant

A chance to plan for the future - yours and ours c.£25K + bonus + car + benefits

Flair, imagination, and a breadth of vision. Not sadly, the usual qualities asked of an Accountant, but this is no usual accounting position. We're looking for someone with special talents to head up the finance team at our Electron Tubes Division in Paignton. Special, because not only will your skills help complement our technical expertise, but also because you'll become a key part of our Divisional Management team, involved in Group management at a senior level. Very much a proactive role, this will involve you in managing a small team to maximise and ensure the efficient utilisation of our resources to produce the most advanced technology in the most cost-effective way.

Naturally you will need sound relevant experience in a manufacturing environment, and should be a graduate with ACMA qualifications. As well as a highly competitive salary we offer an excellent range of benefits, including a Company car. Of course, with such high profile exposure, your career prospects will be excellent.

Austin Knight Selection have been retained to advise on this appointment. Please telephone our Consultant Peter McMahon (0272) 221891 (office hours) or (0452) 856017 (evenings/weekends). Alternatively write to him quoting Ref S836 at Austin Knight Selection, Kings House, Bond Street, Bristol BS1 3AE.

STC DEFENCE SYSTEMS  
ELECTRON TUBES DIVISION





THE CROW AND THE PITCHER FABLE 47

A CROW, ready to die with thirst, flew with joy to a Pitcher, which he saw at a distance. But when he came up to it, he found the water so low that with all his stooping and straining he was unable to reach it. Thereupon he tried to break the Pitcher; then to overturn it; but his strength was not sufficient to do either. At last, seeing some small pebbles at hand, he dropped a great many of them, one by one, into the Pitcher, and so raised the water to the brim, and quenched his thirst.

Skill and Patience will succeed where Force fails. Reason is the Mother of Invention.

ACCOUNTANTS/ECONOMISTS/MBAs to £40,000 + CAR

# Reaching the top through business problem solving.

Aesop's fable, 'The Crow and the Pitcher', is a good illustration of how inventiveness can overcome adversity.

At Touche Ross Management Consultants we thrive on the addictive qualities of business problem solving, challenge and achievement: it is an informal environment where young professionals are encouraged to fulfil their potential whilst craning their necks towards the top of their speciality.

In both the private and public sectors we have earned an enviable reputation for technical excellence and performance over a wide, prestigious client base; a reputation we wish to enhance by bringing aboard a further complement of intellectually alert problem solvers.

As a management consultant with Touche Ross you will be called upon to tackle a range of project work emanating from small companies to multinationals, nationalised industries and government departments. For example, you could be assigned to a team advising on a major

organisation study, a management information system, or a profitability review for a bank, venture capital company, or newspaper publisher. The variety here is genuinely wide and challenging, as will be your opportunities.

To achieve success you will need to be a natural innovator, a born communicator and a quick learner. On the other hand, you must also be practical, logical and a good listener. All-in-all it takes commitment and courage and often involves pitching in at the deep end; but the rewards are high, both financially and in the context of job satisfaction. Salaries are in a broad range £25-40,000 plus a car, and partnership is achievable within 3-4 years.

Our educational requirements are a good first degree and preferably an MBA or appropriate accounting qualification. So, if you're aged 25-35 and you've a lot to crow about, please send a full cv, to: Michael Hurton, (Ref 2916), Touche Ross Management Consultants, Thavies Inn House, 3/4 Holborn Circus, London EC1N 2HB. Tel: 01-353 7361.

**Touche Ross**  
Management Consultants

## FINANCIAL CONTROLLER

F.D. Designate for expanding Retail Group

Central London £25,000 + car and profit share  
An exciting opportunity for a high calibre Chartered Accountant to join a successful group, which includes a leading antiquarian book retailer.

Based in Piccadilly with other London outlets, our client now seeks a proactive individual with the ability to maintain sound group financial controls involving the management of a small accounts team.

Aged between 28 and 45 you should have the drive and strength of character necessary to influence at board level. These attributes, combined with proven administrative and technical skills and experience of computerised accounting systems, will make you the ideal candidate. In addition to the excellent salary package, benefits include pension and private health schemes.

Please apply in writing enclosing a full C.V. to Alison Mitchell, Saffrey Champness Consultancy Services Limited, Fairfax House, Fulwood Place, London WC1V 6UB

## GROUP FINANCIAL ACCOUNTANT

Central London  
Following a continuing programme of expansion and acquisitions a successful quoted engineering group requires a Group Financial Accountant at its Head Office to strengthen its finance team.

The Group Financial Accountant will be responsible for the consolidation of the Group's result, taxation, central accounting, together with a wide range of other tasks.

Candidates age 24-30 years should be qualified with sound financial accounting experience gained either in the profession or in the Head Office of an industrial group.

Please reply with full CV to:  
The Group Finance Director, Box A0841, Financial Times, 10 Cannon Street, London EC4P 4BY

## SET YOUR SIGHTS



### Accountancy in the City To £35k + car

Eagle Star - part of the B.A.T. Industries Group and a major player in the world of international financial services. A company with a clear vision of its future, and the resources, expertise and sheer determination to achieve its business goals.

Over recent years we have not only built steadily on our traditional business areas, but we have also moved strongly into new spheres of financial services.

Naturally, with that growth comes new avenues of career opportunity within the Group. Currently, for example, we are seeking two experienced, high calibre Accountants to take up the following senior financial roles in our London Headquarters.

#### Taxation Accountant c.£35k + car

This is essentially a corporate role, in which you will help to control the Group's taxation position.

Reporting to the Deputy Chief Accountant and Tax Controller, and heading a small team, you will principally be responsible for negotiating the Group's taxation liabilities with the relevant authorities, and for ensuring compliance with VAT and PAYE regulations.

In addition you will also oversee all taxation computations and will have a major input into taxation planning with regard to new business ventures and operations.

Our need is for an ambitious, qualified Accountant who can combine substantial accounting experience with a thorough specialist knowledge of general taxation legislation and PAYE regulations.

If you are also a member of the Institute of Taxation and have some experience of taxation within insurance companies, so much the better.

#### Chief Accountant c.£30k + car

Mindful of the need for ever more varied and sophisticated financial management information, we have created a brand new post within one of our Group Companies, Eagle Star Investment Managers Limited.

As Chief Accountant, leading a 50-strong team, your key task will be to take the lead in developing new Management Accounting systems, whilst at the same time ensuring that existing systems (which include client investment and corporate management accounts) continue to run smoothly.

This excellent opportunity calls for a qualified Accountant, probably chartered, who has a proven record in

the development of management accounting systems. Ideally your experience will have embraced the financial services sector, although a knowledge of the insurance market is not necessary.

To succeed you will also need a flair for man-management and the character and personal credibility so vital to the management of change.

Candidates under 30 are unlikely to have acquired the depth of experience required for either of these positions.

Both positions carry a remuneration package designed to attract the very best. As well as the salaries indicated you can look forward to subsidised mortgage facilities, a company car, a non-contributory pension scheme and generous assistance with relocation expenses.

Prospects for career development both within Eagle Star and the B.A.T. Industries Group are first class.

To apply please write with full CV or telephone for an application form to: Ms Pam Wightman, Personnel Superintendent, Personnel Department, Eagle Star Group, Eagle Star House, Bath Road, Cheltenham, Glos. GL53 7LQ. Tel: 0242 221311.



Face the future with confidence.

## International Stockbrokers

### MANAGEMENT ACCOUNTING

City c£24,000 + benefits

The London Securities House of one of the world's largest banking groups seeks to strengthen its financial control team by recruiting a young Chartered Accountant.

Ideally in your mid twenties, you should have qualified with a larger practice but need not necessarily have specific experience of financial services.

Reporting to the Financial Controller you will be involved in the introduction of new systems and gain an excellent insight into the support services of a substantial stockbroking practice. There will be close contact with the constituent departments of the firm in the monitoring and review of budgets and results. There will also be frequent reports for regulatory bodies as well as for the holding company.

Prospects in this expanding firm are excellent - and the range of fringe benefits includes a subsidised mortgage as well as a performance related bonus.

Please write, enclosing a career/salary history and daytime telephone number, to John P. Sleigh FCCA quoting reference J/713/MF.

FLOYD MANAGEMENT Selection Consultants 125 High Holborn London WC1V 6QA 01-405 3499

## FINANCIAL CONTROLLER

West Yorkshire Salary negotiable c£20K + Car + Benefits



Our client is a privately owned, specialist extruder of plastics and window manufacturer and retailer, which has identified the opportunity for significant growth. They are seeking a Financial Controller with strong entrepreneurial, financial and business skills to assist in the next stage of the Company's progress. Reporting directly to the Managing Director he will be responsible for management and statutory accounting, financial planning and the provision of enhanced management information. Experience of up to date methods of Work in Progress, Stock and Production Controls are considered useful assets as is computer literacy.

Candidates, ideally aged 28-34, will probably be graduate Chartered Accountants with an authoritative, innovative and intelligent approach and who possess in-depth financial experience gained in a fast moving environment where working under pressure is normal. Interested candidates, who match these searching requirements, should send a detailed CV, including current salary to Paul Bailey quoting reference TH27 at Spicer & Oppenheim, Executive Selection, 29 Park Place, Leeds, LS1 2ST.



SPICER & OPPENHEIM

A MEMBER OF SPICER & OPPENHEIM INTERNATIONAL

## Regional Audit Manager

c£40,000 + car

City based

In the complex world of international banking nothing stands still for long. New products and services emerge, to keep pace with new business opportunities. Our client, as a leading U.S. commercially focussed bank, is committed to delivering innovative products and services designed to respond to changing commercial needs. Its professional commitment to its customers is reflected in its commitment to the recruitment of high quality professional staff.

Integral to its reputation for sound management and control is a fully integrated international audit function. Reporting directly to the U.S. head office, a Regional Audit Manager is required to review and control the audit of all London and European locations.

A qualified graduate Chartered Accountant (possibly M.B.A.) aged c 30 years with at least six years diverse audit experience is required. An understanding of complex financial instruments together with a sensitivity to systems applications will be essential.

The bank offers outstanding prospects for advancement together with an extremely attractive salary and benefits package.

For full details of this senior position please contact Roger Tittle M.A. on 01-831 1101, or send complete career details to the address below. The strictest confidentiality is assured.

the fleet partnership

Financial Recruitment Consultants, 37/41 Bedford Row, London WC1R 4JH. 01-831 1101 (24 hours)

## Mortgage Manager

Business Development  
North West  
To £25,000, Bonus,  
Outstanding Benefits, Car

This rapidly growing and very successful financial institution wishes to further develop its centralised mortgage lending business. A new position has been created to develop mortgage business through the banks, insurance companies and large brokers. Candidates, aged 25/40, should be of good educational standard with excellent negotiating skills. Successful experience is necessary in developing business with new services to major financial institutions. This is an unusually good opportunity to join one of the fastest growing companies offering all the benefits associated with a financial institution, including assisted mortgages and an extremely good relocation package, where necessary, to enable the right candidate to move to one of the most attractive cities in the North West.

S.A. Lievens, Ref: M13062/FT. Male or female candidates should telephone in confidence for a Personal History Form, 061-832 3500, Hoggett Bowers plc, St. James's Court, 30 Brown Street, MANCHESTER, M2 2JF.

## Hoggett Bowers

Executive Search and Selection Consultants  
BIRMINGHAM, BRISTOL, CAMBRIDGE, CARDIFF, GLASGOW, LEEDS, LONDON, MANCHESTER, NEWCASTLE, NOTTINGHAM, SHEFFIELD and WINDSOR  
A MEMBER OF BLUE ARROW PLC

## Financial Controller

### North London      c£26,000 + Car

A financial career with exceptional advancement opportunities has arisen in a technology-driven manufacturing subsidiary of a large successful multinational corporation.

As a result of internal promotion we are seeking a Financial Controller who will be responsible for the total finance and data processing function of this £8 million turnover business. Reporting directly to the General Manager, you will be expected to play an active role in strategic business planning and the overall commercial decision-making process.

You will be a qualified accountant, preferably ACMA, aged 28-32, with experience gained in a production environment. You must be dynamic, self-motivated, ambitious and have strong interpersonal skills.

Career opportunities beyond this position are extensive and will provide the right person with a sustained level of challenge and interest.

If you are interested and meet the above requirements then please send your curriculum vitae and daytime telephone number to:

**Jon Anderson ACMA, Executive Division, 39-41 Parker Street, London WC2B 5LH, quoting ref. 504.**

**Michael Page Partnership**  
International Recruitment Consultants  
London Bristol Windsor St Albans Leatherhead Birmingham Nottingham Manchester Leeds Glasgow & Worldwide

## Accountants... ...taking IT into the 90's

### London      £20-£30K + Car

Within Management Consultancy a requirement has been identified for dynamic accountants who appreciate the impact and importance of IT in the finance field.

We have at present a number of excellent opportunities for ambitious individuals within a prestigious Consultancy. You will benefit from:

- Involvement with a wide ranging client base.
- Progressive courses covering software packages for both mainframe and mini computers, project methodologies, systems analysis and design.
- The challenge of continuous change both in terms of technological advancement and the assignment to new projects on an ongoing basis.
- Excellent career prospects in both consultancy and line finance resulting from an in-depth knowledge of accounting systems and techniques; problem solving expertise; exposure to senior decision makers.

Opportunities exist for young graduates calibre accountants with a good academic background, from newly qualified to candidates with up to 5 years' post qualification experience.

You must be able to demonstrate a keen interest or have a proven track record in the specification, implementation and update of computerised systems. In addition, strong inter-personal skills and the ability to operate effectively within a multi-disciplinary team of professionals are essential.

If you meet the above requirements and can take systems into the 90's please send your curriculum vitae to Alison Hill at 39-41 Parker Street, London WC2B 5LH quoting ref. 505 or telephone her on 01-831 2000 for further discussion.

**Michael Page Partnership**  
International Recruitment Consultants  
London Bristol Windsor St Albans Leatherhead Birmingham Nottingham Manchester Leeds Glasgow & Worldwide

## A MAJOR RETAILING OPERATION DIVISIONAL FINANCE MANAGER

### London Green Belt      £25,000 + Executive Car

Our client, a major organisation in the retail industry, is seeking an ambitious and dedicated professional to join their young, dynamic senior management team.

Having experienced rapid growth through acquisition and instigated an aggressive marketing campaign, they are now seeking to recruit an entrepreneurial, qualified accountant from a commercial background to assume a wide range of responsibilities, including:

- Preparation of management accounts
- Budgets and forecasts
- Group reporting
- Capital expenditure appraisal/control
- MIS development
- Profitability analysis

Reporting to the Financial Controller, you will liaise extensively with senior non-accounting personnel and control a highly motivated team of ten professionals. You should be aged 25-35, with excellent communication skills and substantial business acumen.

An outstanding range of benefits includes a highly competitive salary, executive car, BUPA, permanent health insurance, substantial staff discounts and full relocation assistance where appropriate.

**mh**      Please write, enclosing a full CV, quoting Ref: A132, to Simon Hewitt at Mervyn Hughes International Limited, Management Recruitment Consultants, 63 Mansell Street, London E1 8AN. Telephone: 01-488 4114.

## FINANCIAL SERVICES Risk Control Management

### Age 35-45      £35,000+ plus benefits

Our client is a major P/c with a wide range of financial services products sold throughout the UK. The Chief Executive wishes to appoint a chartered accountant to report directly to him at the level of Assistant General Manager.

The individual will head up a professional team running internal audit and compliance functions, ensuring that all areas of risk arising from external dealings and internal procedures throughout the Group are minimised.

You will be a mature professional with direct experience of a financial services environment seeking to take a visible managerial role with wide ranging influence throughout the Group. Reporting at the highest levels we would expect the successful candidate to use this opportunity as a stepping stone to future top line management positions. Leadership skills allied to intellect and tenacity are qualities which will bring success.

Candidates should write or telephone in the first instance to me, Robin Withersidge, consultant to the Group. All communication will be treated in strict confidence and your details will not go forward until you have been fully briefed and have given your consent.

**m**      Mervyn Hughes International Ltd, Management Recruitment Consultants, 63 Mansell Street, London E1 8AN. Tel: 01-488 0155.

## Newly qualified and looking to accelerate your career? Internal Auditor

If you have high expectations, as a recently qualified accountant, you will be looking to join a successful forward moving company with opportunities for ambitious young professionals.

Our client is a major exploration and production subsidiary of a US international company with an extensive range of offshore oil and gas interests in the North Sea. As a result of internal promotion they seek a professional to join their internal audit function. The department is responsible for auditing all aspects of their onshore and offshore activities in the UK. This includes internal control, EDR, operational and joint interest auditing. Assistance is occasionally provided to the US Head Office audit function on overseas audits.

You will have immediate responsibility for co-ordinating the activities of audit teams, staff training and for providing advice to senior management.

Prospects for advancement are excellent, both within Audit and other financial areas of the company. Ambition, self-motivation, and diligence are all qualities vital to this role. You will be expected to have good interpersonal and communication skills, an ACA, ACCA or CIMA qualification and a minimum of two years' experience in accounting or auditing within the profession, industry or commerce.

A highly competitive salary is offered plus a full range of benefits including a non-contributory pension scheme and a generous relocation package where applicable.

Please send your CV for an application form to Andrew Goobey, Moxon Dolphin & Kerby, 178-202 Great Portland Street, London WIN 6JJ quoting reference no. 4052.

**MOXON-DOLPHIN-KERBY**  
EXECUTIVE SEARCH & SELECTION

## Group Financial Controller (Finance Director Designate)

### NW KENT To £25,000 + Car

Our client is a leading manufacturer, wholesaler and retailer of quality commercial catering equipment. The Group provides to the catering industry the full range of products required to install and operate a commercial kitchen. This family-owned and managed company has a turnover approaching £10m and is planning significant growth in the near future.

The Group now seeks a professionally qualified and experienced accountant to join the young group management team and provide a much needed financial input to the Board. Key responsibilities will include:

- financial direction and control of the Group
- financial reporting
- developing and monitoring management accounts
- further implementation of the computerised MIS
- cash and treasury management
- management of the Group accounting function
- implementation of cost control systems.

Ideally, the Group Financial Controller will be an ACCA or ACMA with senior manufacturing and retail experience, probably of subsidiary or branch level. Candidates in their 30s probably will have had sufficient experience, yet fit into the young management team. Appointment to the Board is expected for the person who makes the desired contribution.

Please write, enclosing a concise CV including day time telephone number, to Steve McBride, explaining why you feel you are right for this important position.

**ROBSON RHODES**  
Chartered Accountants  
Management Consultancy Division,  
186 City Road, London, EC1V 2NU.

## Jonathan Wren EUROPEAN REGIONAL AUDITOR ACA

### c£20,000 + banking benefits

Our client, a major US financial services corporation, with its international headquarters in London and a European branch network, wishes to recruit an individual for the above vacancy.

**THE CANDIDATE:**  
Applications are sought from candidates who match the following criteria: Motivated graduate ACA's who have recently qualified, with strong audit skills. First class inter-personal and analytical skills are essential, as is the ability to work within a team environment. 30% European travel is envisaged.

**PRINCIPLE RESPONSIBILITIES:**

- Operational and financial evaluation of the organisation's functional effectiveness.
- To provide written and verbal recommendations regarding audits.
- To propose remedies to any weaknesses or shortfalls found.
- To lead and manage audits/auditors contributing to audit methodology and drafting final reports.
- To establish relationships with business managers and their functions with a view to providing advice and guidance on a wide range of issues.

Career opportunities are excellent both within audit and, in the medium term, elsewhere within the organisation.

Contact Brian Gooch on 01-588 7756 or forward a detailed curriculum vitae.

LONDON      HONG KONG      SINGAPORE      SYDNEY

### Jonathan Wren

Recruitment Consultants  
34 London Wall, London EC2W 5EA. Tel: 01-588 7756

## Financial Controller Housebuilding

### Midlands      c£27,000 + Executive Car

Our client is a highly respected and profitable subsidiary of a prestigious UK Group engaged in construction, housebuilding and property development. Following internal promotion they now need to appoint a Financial Controller for the Housebuilding subsidiary. The Management team is young, aggressive and professional, and the company has a remarkable growth rate which will provide excellent prospects for the high flier.

Responsibility will be for the full accounting function, but will major on future planning, business reviews, cash and profit forecasting and special projects. You will work very closely with your Managing Director who will be looking for a significant input into the commercial aspects of the company's activities.

You should be a qualified accountant, probably aged 28 to 35, with the creativity, commercial flair and strength of character to be part of this lively and highly successful team. Exposure to computerised accounting systems and knowledge of micros is essential. A background in the Construction industry would be highly desirable.

In addition to negotiable salary, the post carries an excellent benefits package including pension, car, BUPA, share options and relocation expenses.

Please telephone or write with career details, in complete confidence to Philip Withey, the client adviser, quoting ref. P711.

**RNW Associates**  
Haston House, 44 London Rd,  
Staines, Middlesex TW18 4HD.  
Tel: Staines (0784) 58317 or 63732.

EXECUTIVE SEARCH AND SELECTION

**Amro Bank**  
London Branch

## Financial Controller - Banking

A unique opportunity to become a major influence in the UK operation of a prestigious European Bank.

This position will appeal to an experienced accountant who is currently a head of an accounting function and is ready to move up to a management role, supporting senior and general management in strategic and budgetary decision making, having ultimate responsibility for accounting principals and also development of Management Information Systems. Reporting direct to the General Manager, this is a high profile position in the London Branch.

The successful candidate will be a qualified accountant and should ideally possess several years experience as head of an accounting function in an international Bank, an awareness of the trends in usage of new financial instruments and an appreciation of the current regulatory environment.

Salary is negotiable and will reflect the importance of the position. In addition a first class benefit package, including company car, is offered as one would expect from a leading financial institution.

To apply please write, enclosing your Curriculum Vitae, to:

**John Parker, Head of Personnel  
Amsterdam-Rotterdam Bank N.V.  
101 Moorgate, London EC2M 6SB**

## FINANCE DIRECTOR

### North of England      c.£30,000 + Car + Attractive Benefits

Our Client deals in machine tools from three main operating bases in the West Midlands, Lancashire and Yorkshire.

A Finance Director, with a demonstrable track record of success to date, is sought to further strengthen the Board. This represents a demanding and rewarding career opportunity, which will involve the successful candidate in a company which has recently grown rapidly through acquisition.

Previous experience of company flotation would be a distinct advantage to the chosen candidate.

The Finance Director will take a close involvement in all aspects of the company's trading, commercial and strategic decisions, together with the requirement to control the finance function and monitor the overall financial performance of the business.

The selected candidate will be a dynamic young Accountant, probably in the 30 to 35 age range, with significant experience gained in a commercial environment. As a qualified Accountant, preferably FCA, you will also have good communication skills and the ability to relate to people at all levels. An attractive remuneration package, comprising share options and relocation expenses is offered.

Please apply in writing with full career and salary history details, quoting reference B/115/88 to Damaris Marron.

**KPMG Peat Marwick McLintock**  
Executive Selection  
Peat House, 45 Church Street, Birmingham B3 2DL.



# Group Financial Controller

Career appointment  
Watford, Herts

Our client, Thomson Regional Newspapers Limited is the largest regional newspaper publisher and one of the foremost technological advanced groups in the United Kingdom and part of the well known and progressive International Thomson Organisation. To take account of internal promotion there is a need to recruit a capable and commercially minded financial executive, who will report to the Finance Director, and support the subsidiary companies' management in developing their business plans and

performance. Applicants, aged, ideally 28 to 35, in possession of a major accounting qualification and/or business degree, must offer sound experience in financial functions including planning, in general management environments, and ideally a multi-plant operation. They must be practical in approach with strong communication skills in order to work successfully with senior management in developing and interpreting business plans. In addition to salary, benefits will

include a fully expensed car, pension and private health arrangements and five weeks holidays per annum. This opportunity offers personal and career opportunities in a developing and growth situation. Applicants interested should write enclosing a full CV and current salary, quoting reference MCS 7229 to Michael R Andrews Executive Selection Division Price Waterhouse No. 1 London Bridge London SE1 9QL.

Price Waterhouse

**FINANCIAL DIRECTOR**  
KENT/SURREY  
Young qualified Accountant (28-35) required to act as Financial Director for small but rapidly-growing company. USM notation imminent. Attractive package for the right candidate. Apply to:  
Box A0943, Financial Times, 10 Cannon Street, London EC4P 4BY

**CHIEF ACCOUNTANT/COMPANY SECRETARY**  
Croydon Manufacturer seeks young qualified accountant for challenging role. £19,000 + Car. Robb Peterson ACA, Compass Staff, Tel 0852 47046

## Unit trust administration

City/East Anglia c£40,000 + car



For the newly independent asset management arm of a leading City institution, part of a major UK public company with wide international interests. The group's unit trusts have so far been administered externally. The task now is to set up a complete in-house administration from scratch. Reporting to the Chief Financial Officer, this is an exciting opportunity to build your own team and establish a discrete unit within a rapidly developing fund management organisation. Probably a qualified accountant in your 30s, you must have substantial management experience at a senior level in unit trust administration, either gained directly or from a consultancy specialisation. Ideally, you will also have already taken the initiative in establishing a new organisation in this field. Résumés, with daytime telephone numbers, should be sent to Daphne Silvester quoting reference DS694.

**Coopers & Lybrand Executive Selection**

Coopers & Lybrand Executive Selection Limited  
Shelley House 3 Noble Street London EC2V 7DQ

## Accountancy Personnel

Placing Accountants First



### The Phoenix Timber Group plc ASSISTANT TO GROUP CONTROLLER

Rainham - Essex c£21,000 + Car + Package

This fast expanding and highly profitable group of companies requires a recently Qualified Accountant, looking for a Group Head Office Position within a growth oriented commercial environment. The role is varied and challenging, with excellent medium-term career prospects, covering acquisitions, systems development, design and improvement, ad hoc work and 'trouble shooting', as well as main-stream accounting. The position will involve extensive travel throughout the UK, and a significant amount of time could be spent away from Head Office working in current or prospective subsidiaries. If you offer a sound technical background, computer literacy and a commercial, self-motivated approach call 01-536 3665 Ref: AF or send a Curriculum Vitae.

For further details, please contact: Accountancy Personnel, 63/65 Moorfields, London EC2M 6BH. Tel: 01-536 3665



### PROPERTY MANAGEMENT ACCOUNTANT

Norwich Energ + first class benefits

Norwich Union is one of the fastest growing insurance and financial services groups in the UK, a market leader and unequal opportunities employer. A UK Investment portfolio of over £3 billion puts their Estates Division in the forefront of commercial property developers. Continuing success and growth have created an outstanding opportunity for a qualified accountant with related property experience to join the existing team. The successful applicant will be responsible for a team of 15 people charged with the day to day financial and management accounting function and be actively involved in the development of related systems. The negotiable salary is backed by a first-class benefits package and reflects the importance we place on this key position. In addition, a generous relocation allowance is available.

For further details, please contact: Accountancy Personnel, Dovey House, Castle Meadow, Norwich, Norfolk, NR1 3BY Tel: 0603 780141



### FINANCE DIRECTOR DESIGNATE

Cleveland c£20,000 + Car + Benefits

Our client, an established name in the field of engineering contracting, is forming its autonomous Northern Branch Operation into a separate company to meet expanding market demands and now seeks to recruit a qualified accountant capable of achieving early appointment to the post. The role is a challenging one, demanding strong technical and communication skills, a sound knowledge of computers, and experience of controlling an autonomous finance department in an entrepreneurial environment, preferably within the engineering industry.

For further details, please contact: Accountancy Personnel, Victoria House, 159-163 Albert Road, Middlesbrough, Cleveland, TS1 2PX Tel: 0642 226716



### SPICER & OPPENHEIM MANAGEMENT SERVICES & AUDIT

Peterborough

Our Peterborough Office offers newly or recently qualified accountants a challenging and progressive career opportunity. We are looking for individuals to form part of a team involved in investigations, business planning and the provision of other management services to clients, as well as being involved in a supervisory capacity on our larger audit work. Your salary will fully reward your experience and ability and there is excellent opportunity for early promotion to manager.

For further details, please contact: Accountancy Personnel, 13 Cavell Court, North Street, Peterborough, Cambridgeshire PE1 2RA Tel: 0733 558517



### WRAXAL FINANCIAL ACCOUNTANT

Warwickshire £17,000 + Benefits

Our client, WRAXAL DISTRIBUTION LIMITED specialises in the import and distribution of power transmission and hydraulic products within the EEC. This new role offers an ideal opportunity to take responsibility for day to day accounting. Need a small team, produce monthly figures and be actively involved in developing financial disciplines. You will be an energetic qualified accountant or exceptional finalist, technically versatile and commercially aware. The attractive salary package is supported by their large group benefits.

For further details, please contact: Accountancy Personnel, 4a Copthall House, Station Square, Coventry, CV1 2PP Tel: 0203 57202

## DIVISIONAL FINANCIAL CONTROLLER

Surrey c.£23,000 + car

OUR CLIENT is a rapidly expanding PLC specialist retailer of accessories for the home. It is now vigorously developing the trade side of its operation. Quality of service will continue to be the key feature in the success of this volume-sensitive business.

THE ROLE is to manage and develop the total financial and management accounting function, responding to the changing and growing needs of the business. Initially the task will be to integrate the accounting function into the group environment including the adoption of new procedures and timetables.

THE REQUIREMENT is for a qualified accountant with the ability to combine theory and enthusiasm with a practical, tight but tactful approach to the detail of the business. As a key member of the Divisional Managing Director's team, there will be a continuing need to work closely with Group.

THE REMUNERATION PACKAGE, negotiable at about £23,000, will include a car and PFI and career prospects are considered excellent.

Please reply in complete confidence enclosing a CV and quoting reference 17&A to the Managing Director

**Tanstead Associates Ltd**  
Executive Search and Selection  
11 Hills Place, London W1R 1AG  
A member of The Personnel Group

### FINANCIAL ACCOUNTANT LONDON c: £21,000 p.a.

The Financial Times Group, publishers of Europe's leading Business Newspaper and other business products is a diverse and expanding organisation.

Reporting to the Group Accountant, the Financial Accountant will be actively involved in the day to day running of the central Finance Department in addition to responsibilities for preparation of Statutory Accounts, Corporation Tax Returns, Financial and Cash Flow Reporting to both Group Management and its parent company Pearson plc.

Candidates must be qualified accountants and will probably be in their mid-twenties with a background in a major professional firm. They should be self-motivated, enthusiastic and good communicators.

This post offers an excellent opportunity for a first move from the profession and provides scope for gaining wide-ranging experience in an exciting commercial environment.

Please apply in writing enclosing a full C.V. to: Mr Martin Cressley, Group Financial Accountant, The Financial Times, Newspaper House, 8-16 Great New Street, London EC4 3TS



### FINANCIAL/MANAGEMENT ACCOUNTANTS

**London EC1 C.£20,000 + Car + Benefits**  
Our client is a well established London-based Restaurant group which is moving through a period of rapid expansion and restructuring following a number of recent acquisitions. With expansion set to continue and the likelihood of a listing later this year the group is seeking to strengthen its financial management team by recruiting two Chartered Accountants, preferably with recent commercial experience, to be responsible for a wide range of financial, budgetary and accounting matters.

The ideal candidates will have initiative, will be ambitious and self-motivated, and will have an ability to communicate at all levels. A good working knowledge of computerised accounting systems would be required.

Please apply in confidence with CV and daytime telephone number to:  
Neil Sumner, Gerald Edelman  
25 Harley Street, London WC1

## INTERNAL AUDIT MANAGER

BANKING

Central London to £27,000 plus car

Our client is the UK branch of a major Far Eastern bank whose business focuses on capital markets and corporate banking activities. Assets of the UK branch are in excess of £11 billion. As a result of significant business expansion there is a need to appoint an internal audit manager to establish the audit function and report directly to the general manager. Key areas of responsibility are to ensure that satisfactory controls are maintained and operated within the branch and to play a major role in the introduction of new computerised systems in the near future. Applicants, aged 28 to 40, should be qualified accountants from one of the major professional firms, who are familiar with sophisticated computerised systems and have sound knowledge of banking. The ability to work autonomously and establish credibility throughout an organisation is essential. Please send career and personal details quoting reference E/778/A to Carrie Andrews.

**Ernst & Whinney**  
Executive Recruitment Services  
Becket House, 1 Lambeth Palace Road, London SE1 7EU

## Group Finance Director

North London Salary c.£30,000 + Car + Options

Our clients, a dynamic, expanding, privately owned Property Group have established a sound reputation and consistent profitable growth. They aspire to take the firm to the Unlisted Securities Market and recognise the crucial role that a full time Finance Director would have in planning and monitoring the firm's business and financial affairs.

Reporting to the Chairman, the successful candidate will have full responsibility for the financial role, the development of systems, the financial strategy and treasury management. Candidates, aged 27-35 will be graduate Chartered Accountants who can demonstrate strong personal attributes and practical success in planning and managing finance preferably gained in a property investment or financial services environment. Good management and systems appreciation and development and a sound interface with "City" institutions are essential requirements to this post.

Interested candidates, who meet these demanding criteria, should send a detailed CV including current salary to Don Day FCA, quoting reference LM011, at Spicers Executive Selection, 13 Bruton Street, London W1X 7AH.



SPICERS EXECUTIVE SELECTION  
A MEMBER OF SPICER & OPPENHEIM INTERNATIONAL

## Financial Analysis and Planning Manager

Up to £20,000+ Car Gloucestershire

Our client's expertise in their specialist area of high technology is respected the world over. UK turnover alone exceeds £40 million and continuing business expansion has now created the need for an additional finance professional.

Reporting to the Financial Director, you'll play a key role in the preparation of budgets, forecasts and analysis along with the provision of vital management information that will have a direct bearing on the company's development.

A qualified accountant with a good track record in a commercial or industrial environment, it's unlikely that you'll be aged under 25. As a member of the management team, you'll need good interpersonal and presentation skills plus sound analytical and business judgement.

In return, there's an excellent rewards package, plus the opportunity to join a well established company offering scope for career advancement. Relocation assistance is also available, where appropriate. Please telephone Barrie Witt on 021-456 1385 (office hours) or 06845 66477 (evenings) or write with full CV, quoting ref LS750 to Austin Knight Selection, The Corn House, 51-53 Hagley Road, Edgbaston, Birmingham B16 8TP

**Austin Knight Selection**

## Financial Director

West London from £40,000 + car + benefits

Our client is one of Britain's most successful private international construction and development companies with a turnover in excess of £100 million. Its corporate interest lies extensively in property investment and trading, commercial construction and private housing. Current major areas of activity are the UK and USA.

The Financial Director, who will have the prospect of becoming Chief Executive, will be responsible for corporate review and all group financial reporting systems, financial budgets, planning and all group complex taxation matters. This is a pro-active role and includes leading potential acquisition investigations, facilitating the financing of property developments and advising the Board on all financial matters concerning the group.

Aged 32-48, you are likely to be a CA with a proven track record of developing financial and business strategies at group level. Exposure to international business markets, particularly the USA is desirable, but of overall importance is the quality of commercial flair and business acumen.

To obtain further information, please send a detailed CV, in strict confidence to Charles R. S. Cotton or telephone Elizabeth Lang on 01-353 1244. Ludgate House, 107-111 Fleet Street, London EC4A 2AB

ASA International



**SHORT TERM CONTRACTS** **NORTH HERTS**

Rapidly expanding engineering company requires two qualified accountants on short-term contracts (2 - 4 months). Salary pro rata to £25,000 p.a. Experience in manufacturing environment an advantage. Age no barrier - experience will count in these challenging positions. Retired Finance Directors considered.

Full CV to  
Box A0840, Financial Times,  
10 Cannon Street, London EC4P 4BY

**FINANCIAL CONTROLLER**

£25k+ KENT  
To head finance and administration functions in an eminent company in this country's fresh food industry. This one's a little different... please contact Paul Cherry at Tripos Consultants to find out more in confidence.

**Tripos Consultants Limited**

80 Colchester Street, Basingstoke, Hants, RG24 0EX. Tel: (01256) 87566/87568  
International Consultants in Food and Agriculture

**Financial Planning Manager**

**Cheltenham**

**Career Prospects + Attractive Package**

This newly created position within a manufacturing division (t/o c30m) which is marketing led, reports to the Financial Director.

The role will have responsibilities for a small team to develop the management reporting systems in addition to financial planning, evaluation of new product developments and expansion plans through both organic growth and possible acquisitions.

Candidates, age indicator 28-33, should be qualified accountants possessing good interpersonal skills, having worked with sophisticated systems and senior executives.

An attractive remuneration package

includes a bonus scheme, fully expensed car and if relevant relocation expenses. Proven success should lead to promotion within this UK group plc.

Please write or telephone enclosing full resume quoting ref: 215 to:

Nigel Hopkins FCA,  
97 Jetmyn Street,  
London SW1Y 6JE  
Tel: 01-839 4572

**Cartwright Hopkins**

FINANCIAL SELECTION AND SEARCH

**FINANCIAL CONTROLLER**

**RECORD INDUSTRY**

Small, though a household name with excellent growth prospects, our Client is the autonomous subsidiary of a US parent. A marketing/distribution company with the majority of product "licensed in" for the high-volume market, they also have involvement in mid-price record production, distribution for third parties, and have recently entered the video sector.

Reporting to the General Manager and controlling the whole finance function, the role places particular emphasis on Royalty Accounting (including development of a Royalty Accrual system), together with taxation, cash flow management and systems development. Controlling seven staff, the role also embraces provision and improvement of all management information, with particular emphasis on analytical information generated by the use of spreadsheet modelling.

Candidates will be qualified Accountants, 23-30, with experience of Royalties, Marketing and Distribution ideally gained in a Record Company or via relevant audit experience. A "hands on" role, there are clear medium-term prospects to a Directorship.

Please apply directly to Greg Ripley at Robert Half, Freeport, Walter House, Bedford Street, 418 The Strand, London WC2R 0BR. Telephone 01-836 3545.

Financial Recruitment Specialists  
London - Birmingham - Windsor - Manchester

**DIVISIONAL FINANCIAL CONTROLLER**  
(Director Designate)

Sutton, Surrey Package c.£30,000 + car

Our client is a major British plc which is re-structuring its interests in the rapidly expanding markets for mobile communications and electronic security protection systems and this creates an opportunity for a dynamic and commercially astute accountant.

Reporting directly to the Managing Director of the Group's Communications and Electronics Systems Companies, the Financial Controller will assist in implementing the strategic development and have complete responsibility for tight control of the financial aspects of the business including Group reporting, budgeting and planning, cash management, financial and management controls and acquisition appraisal.

Candidates should be qualified accountants in their mid 30's to mid 40's. A positive and entrepreneurial operating style should be combined with sound technical and business acumen gained from professional, commercial and ideally service orientated roles. Experience of computer based accounting and management information systems is essential along with strong interpersonal skills.

To apply, please send full career details, quoting reference 109/4, to John Allen, Breakthrough Appointments, Prince Rupert House, 64 Queen Street, London EC4R 1AD.

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**Group Chief Accountant**  
West London Package c.£40k+car

Our client is one of Britain's leading Engineering and Construction Groups, operating in some 70 countries worldwide, generating £2.5 billion of sales from 50,000 people.

The need is for a young, dynamic Group Chief Accountant, part of a small head office team, to take responsibility for all Group financial accounting including the control of a substantial financial data base and MIS.

In addition to the coordination of all accounting, budgeting and reporting requirements, the Chief Accountant will perform a key role in the overall financial management of the Group, supervise the parent company's accounts department and be responsible for the development of systems.

This key role requires a chartered accountant, preferably aged mid 30s, with strong technical skills and previous experience of a major accounting system within an international group involving complex consolidation.

Candidates must be used to working under pressure with a small support staff and sophisticated data processing systems.

As this is the main accounting interface for the Group, good interpersonal skills and an ability to command respect, both through technical knowledge and personality are essential.

Success in this position could lead to further career opportunities within the group.

Please write in confidence enclosing full career summary and indicating current salary level to Peter Malin, quoting reference 1846.

**Odgers**

MANAGEMENT CONSULTANTS  
Odgers and Co Ltd, One Old Bond St,  
London W1K 3TD. 01-499 8811

**Group Finance Controller**  
Yorkshire c. £25k + car + benefits

Our client is a UK based PLC with substantial overseas interests and worldwide turnover in excess of £150 million. Manufacturing a range of engineering products the Group is recognised as a market leader, and is now moving into a period of significant growth.

Joining a central team led by the Group Finance Director, the role encompasses all aspects of PLC group accounting including:

- Corporate consolidation
- Development of group accounting systems
- Group accounting standards
- Investment appraisal
- Post acquisition integration.

The Group is currently reviewing all corporate accounting practices and systems and the Group Finance Controller will play a leading role in the design, development and introduction of new systems.

The successful applicant will be a qualified accountant with strong technical skills and a good knowledge of UK tax. He or she will have an organised and thorough style, coupled with an ability to see the wider issues, and fit into the team and contribute.

Applicants from the profession will be particularly welcome.

The package includes a fully expensed quality car, private medical insurance, non contributory pension scheme and relocation assistance.

To apply write to Caroline Dunk with a brief career history including details of current earnings.

**Deloitte Haskins + Sells**

Cloth Hall Court, Infirmary Street, Leeds, West Yorkshire LS1 2HT

**FINANCIAL ANALYSTS**  
up to £21K packages dependent on experience

In the fast-moving financial services industry, sound financial planning is vital to success, so the importance of the American Express Business Planning and Financial Analysis department speaks for itself.

As a Financial Analyst in our Brighton Headquarters, you will contribute to the co-ordination and control of regional budget and forecasting operations. In particular, you will analyse and prepare the data upon which senior management base their regional pricing and investment decisions, so you will need to have the ability to set priorities, identify significant facts, and turn raw data into a useable financial tool.

To meet the demands of this highly responsible role you should be a graduate or a recently qualified Management Accountant, or a finalist in a related business discipline. It is essential that you have between 1 and 3 years' experience, preferably in a multi-national environment, and you must be PC literate.

Finally, your ability to work well under the pressure of deadlines must be matched by both ambition and enthusiasm, since this is an unrivalled career opportunity offering you unlimited potential for advancement within an organisation where high performance is both encouraged and rewarded.

In return we offer an excellent salary and an impressive range of benefits which include mortgage subsidy, private medical care scheme, free life assurance, non-contributory pension scheme and relocation if appropriate.

Interested? The please send your detailed c.v. to: Mike Whippy, American Express Europe Limited, Amex House, Edward Street, Brighton BN2 2LP.

**AMERICAN EXPRESS**

**GRADUATES/ MANAGEMENT ACCOUNTANTS WITH 1-3 YEARS' EXPERIENCE**

**Operations Accountant Seeking Mobility?**

**Mix Business With Leisure!**

From £20,000 + Car

Being the largest Division of one of the U.K.'s most successful, rapidly expanding Catering and Leisure organisations, my client operates a chain of Social Clubs, Nightclubs and other associated venues throughout the country.

Following recent major restructuring throughout the Group, an excellent career opportunity has now arisen for an OPERATIONS ACCOUNTANT to join the divisional head office team, based in central London. In this capacity, you will support operational management by providing, for example, financial/variance analysis, forecasting, the monitoring of overheads/margins, investment feasibility studies and the identification of profit improvement opportunities.

Thus, you must be a commercially aware, enthusiastic, energetic and qualified Accountant, perhaps possessing some relevant experience in a multi-site, fast-moving retail/leisure company environment. However, you could well be appropriate straight from the profession if you have all the right qualities.

In any event, you do have a thorough understanding of computer-based accounting systems, accounting and planning techniques, variance analysis and investment appraisal procedures. A willingness to be highly mobile, an ability to work calmly under constant pressure and the possession of excellent planning and budgeting skills are also essential. You are likely to be aged 24-29 years.

Benefits additional to a negotiable salary as indicated include a company car, pension/private health schemes, staff discounts and relocation assistance if necessary. Future career prospects are exceptional.

If you genuinely believe you are sufficiently "out of the ordinary" to match our rather singular requirements on this occasion, then please ring or preferably write (in total confidence) to me, Richard J. Sowerby, Sowerby's (Selection) Ltd., Personnel Consultants, 500 Chesham House, 150 Regent Street, London W1R 5EA. Tel: 01-498 6288.

*Sowerby's Selection*

**Internal Audit Manager**

**ELDERS FINANCE GROUP UK LIMITED**



An Internal Audit Manager is required to support the growth of Elders Finance Group in the UK and Europe. Reporting to the Controlling Audit Manager in Australia, this role will have full responsibility for internal audit appraisals. The scope of the role is wide including operational, statutory, compliance and other assignments. The ideal candidate will be a qualified accountant with significant internal audit experience in a relevant organisation. Merchant Banking or similar experience would be particularly useful. An attractive remuneration package will be offered to the right candidate.

Applications to include a full C.V. should be sent to the Personnel Manager, UK/Europe, Elders Finance Group Ltd., 73 Cornhill, London EC3V 3QQ.





**INTL. COMPANIES AND FINANCE**

**George Graham on a big French insurance deal  
Long-standing rivals join forces ahead of 1992**

FRANCE'S INSURANCE COMPANIES are taking seriously the challenge of 1992. The drive for size, which many French financiers see as a precondition for success in the single European Community market, is well under way.

Compagnie du Midi - the diversified financial group which includes the AGP insurance company and its recently acquired UK subsidiary, Equity and Law - and Axa - the confederation of mutual insurance companies - have long been among the most fervent advocates of the need to reach a "critical mass."

The planned merger of their insurance activities will create a group on a European scale, whose annual premium income of FF736bn (\$6.33bn) will rank second in the French insurance industry behind the state-owned Union des Assurances de Paris.

The second phase of the proposed merger, in which Axa would exchange its stake in the merged insurance subsidiary for shares in the parent Midi company, will create a financial holding company claiming total assets of FF120bn. Its market capitalisation would be one of the largest on the Paris stock market, probably ahead of Elf Aquitaine and Air Liquide.

But Mr Bernard Pagezy, the chairman of Midi, has been a man who has been running so hard to escape the bounds that he has fallen gratefully into the jaws of the wolf.

His group has been under attack on the stock market ever since the October crash wiped 25 per cent off its share price in two weeks. The increasing ambitions of Assicurazioni Generali, the leading Italian insurer which has disclosed a stake of 13.6 per cent in Midi, have stepped up the pressure on Mr Pagezy.

His early defensive tactics of buying out minority shareholders in Midi subsidiaries and issuing FF7.5bn of convertible bonds overseas did not deter Generali. The only course remaining was to find an ally.

Mr Pagezy could hardly have picked a more unlikely one than Mr Claude Bebear, the smooth and silver-haired chairman of Axa, who has built up his confederation, which also includes the listed insurers, Drouot and Presence, to rank fourth in France.

The two men clashed bitterly in the 1986 takeover battle for La Providence, the insurance company, and Mr Pagezy has frequently criticised Mr Bebear, as someone who takes advantage of the freedom of the stock market to make his own raids, while

remaining under the shelter of Axa's complex mutual structure and not accepting the market's discipline for himself.

Their personalities are diametrically opposed, and there are few in Paris who believe their new alliance can last long enough to see the dawn of 1992, about which both talk so much.

SWISS BANK CORPORATION Investment (SBCI) said in London yesterday that as a result of Midi's merger plans it had ceased to make markets in the two convertible Eurobonds it had managed for the company earlier this month.

SBCI said it was still discussing the fate of the two 10-year issues - a 2.5 per cent Eurobond deal and a 3 per cent \$275m bond equivalent to a total of FF7.5bn - with the issuer. They are not due for signing until May 5 and for payment until May 13.

The issues were part of Midi's plans to meet off a possible hostile bid approach. They were the subject of market controversy, diluting existing stockholders by up to 20 per cent, and appeared priced to attract early conversion.

Mr Pagezy has consistently tried to expand his company. He proposed, for example, a merger with Generali des Genarales de France, the state-owned group which is the country's second largest insurer, but this was refused by the Government.

Blocked within France, Mr Pagezy then turned overseas, buying Equity and Law for \$448m (\$838m), as well as making smaller acquisitions in Belgium, Spain and Italy.

Axa in France is principally composed of mutual insurers, such as Mutuelle St-Christophe and Mutuelle Phoenice, but overseas Mr Bebear has followed a similar pattern to Mr Pagezy's with an unsuccessful bid for Royale Belge, the number two insurer in Belgium, and acquisitions in Belgium, Spain, the UK and North America.

The alliance between Axa and Midi will give them both the combined financial weight which they had sought.

For both are firmly convinced that the French insurance companies are far too small to compete against their larger West German and British rivals in a free EC market - though the market is already in many respects liberalised, with the freedom to set up shop in other EC countries already assured, and a free market in reinsurance in operation since 1984.

France as a whole still seems to be underinsured, especially in the life assurance sector, and the industry as a whole, with FF730.7bn of premiums in 1986, has been growing faster than the national economy for the last five years. In the life sector premium income has increased two-and-a-half times since 1981 to FF96.1bn in 1986.

In the sector of industrial risks, foreign companies have already taken a 27 per cent market share. The absence of a substantial broking sector has contributed in this area to French insurers' apparent inability to control their domestic industrial market, and still less to break into overseas markets.

In the personal insurance domain, the conventional insurance companies suffer from a heavy distribution structure with agents on fixed commissions. Total commissions and general expenses account for around 32 per cent of premium income.

This has accounted for the rapid advance of the mutual insurance groups, including the Mutuelles Industrielles which control Mr Bebear's Axa group. Their direct sales techniques - their commissions and expenses amount only to 21 per cent of premiums - have helped them sharply increase their market share, especially in the car insurance sector.

In addition, many of the mutuals have a privileged tax position, escaping both direct tax on their results and specific taxes on certain insurance policies.

Indeed, it is the tax burden of the French insurance industry, which represents its main handicap in a free internal EC market. A recent report for the French Finance Ministry on the prospects of the French banks and insurance companies in 1992, said a reform of the insurance industry's tax position was "indispensable," both to even out competition between different types of insurer in France and to make the French industry as a whole more competitive in Europe.

Considerable doubt still surrounds the details of the Axa-Midi project. Will Generali be able to muster the one-third of the votes necessary to block the plan at a Midi shareholders' meeting? What will be the precise conditions for Axa's stake in Midi?

But the more serious question is whether this uncomfortable alliance of two very different groups, led by two very different men, will be able to turn the twin arguments of "critical mass" and "1992" into a single competitive insurer.

**Klöckner to omit 1987 payout**

**By David Marsh in Bonn**

KLOECKNER UND CO, the privately-owned West German steel trading and engineering group, is passing its dividend for 1987 following the need to make DM52m (\$25.7m) in special write-offs. This is the first time that the group has not paid a dividend.

Mr Jürg Henle, the chairman and a principal shareholder, said the write-offs reflected the company's need to increase its stake to more than 40 per cent in Klöckner-Humboldt-Deutz, the diesel and agricultural machinery group hit by heavy losses, as well as assistance to Klöckner-Werke, the steelmaker.

Mr Henle said that the domestic Klöckner und Co group would turn in net profits of DM3m (€1.5m) in 1987 following the need to make DM52m (\$25.7m) in special write-offs. This is the first time that the group has not paid a dividend.

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11-off debate  
Egyptian investme houses

**Nestlé details financial might**

**BY WILLIAM DULLFORCE IN ZURICH**

NESTLÉ, THE Swiss foods group which is bidding for Rowntree of the UK, was at pains yesterday to stress the extent of the financial strength it could muster to back its bid.

Nestlé had SF77bn (\$5bn) in liquid assets, could call in more short-term assets from its subsidiaries, had SF120bn in shareholders' equity and an annual cash flow of SF7.5bn, Mr Helmut Maucher, the managing director, told the annual meeting.

The group also held unused participation certificates which would allow it to raise a further SF7.7bn to SF12.5bn, he said.

Mr Roberto Domeniconi, Nestlé's financial director, commented that Rowntree's immediate rejection of the Nestlé offer was a normal reaction from a board wanting to remain independent.

But, he added, its reaction could reflect wider thinking. The question was whether Rowntree could afford to reject Nestlé. Mr Domeniconi nevertheless thought it could take months before the deal was concluded.

Turning to other matters, Mr Domeniconi said Mr Carlo De Benedetti, the Italian entrepreneur, and Nestlé were in the process of unblocking the situation in France which is delaying the completion of the deal under which Nestlé is paying 11,000bn (\$1.5bn) for Buitoni, the Italian pasta and confectionery group.

St. Louis, a French foods group, had made a "phantom bid" for Buitoni's French unit in a private letter to Mr De Benedetti, indicating its readiness to pay more than Nestlé, Mr Domeniconi said.


St. Louis had not run the risk of having to pay a single franc but it had aroused the attention of the French Government.

Mr De Benedetti was now exploring a solution for settling matters with French minority shareholders in Buitoni. This would allow the French Government to clarify its position quickly, Mr Domeniconi said.

Mr Maucher said that the acquisitions of Rowntree and

New Issue

**6,500,000 Shares**



**The First Iberian Fund, Inc.**

Common Stock

All of these securities having been sold, this announcement appears as a matter of record only.

**United States Offering - 2,750,000 Shares**

- These shares have been distributed in the United States by the undersigned.
- Prudential-Bache Capital Funding
  - Bear, Stearns & Co. Inc.
  - Drexel Burnham Lambert Incorporated
  - Lazard Frères & Co.
  - PaineWebber Incorporated
  - Smith Barney, Harris Upham & Co. Incorporated
  - Allen & Company Incorporated
  - Rothschild Inc.
  - Alex. Brown & Sons Incorporated
  - Goldman, Sachs & Co.
  - Montgomery Securities Incorporated
  - Salomon Brothers Inc
  - Wertheim Schroder & Co. Incorporated
  - A. G. Edwards & Sons, Inc.
  - C.J. Lawrence, Morgan Grenfell Inc.
  - Donaldson, Lufkin & Jenrette Securities Corporation
  - Kidder, Peabody & Co. Incorporated
  - Morgan Stanley & Co. Incorporated
  - Shearson Lefman Hutton Inc.
  - Dean Witter Capital Markets
  - Oppenheimer & Co., Inc.
  - Thomson McKinnon Securities Inc.

**International Offering - 2,750,000 Shares**

- These shares have been distributed outside the United States by the undersigned.
- Prudential-Bache Capital Funding
  - A/B/C Union Bank of Norway
  - Banque Paribas Capital Markets Limited
  - Commerzbank Aktiengesellschaft
  - Generale Bank
  - McLeod Young Weir International
  - N. M. Rothschild & Sons Limited
  - Verens- und Westbank Aktiengesellschaft
  - Amsterdam-Rotterdam Bank N.V.
  - Bayerische Vereinsbank Aktiengesellschaft
  - Compagnie de Banque et d'Investissements, CBI
  - Goldman Sachs International Corp.
  - Kidder, Peabody International Limited
  - The Nikko Securities Co., (Europe) Ltd.
  - Ssangyong Investment & Securities Co., Ltd.
  - Wood Gundy Inc.


**Canadian Offering - 1,000,000 Shares**

- These shares have been distributed in Canada by the undersigned.
- Prudential-Bache Capital Funding
- April 1988

This announcement appears as a matter of record only.  
This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The securities are offered on a continuous basis only by means of the Prospectus Supplement and the related Prospectus.

New Issue/April, 1988

**U.S. \$300,000,000**



**Euro-Medium Term Notes, Series E**  
Due From Nine Months to Five Years From Date of Issue

Copies of the Prospectus Supplement and the related Prospectus may be obtained in any jurisdiction in which this announcement is circulated only from the undersigned, as agents of the Company, by any person to whom such agents may legally distribute it.

Salomon Brothers International Limited    Credit Suisse First Boston Limited

**Fiat executive for Ambrosiano**

**BY ALAN FRIEDMAN IN MILAN**

A TOP executive of Italy's Fiat Group has been named deputy chairman of Nuovo Banco Ambrosiano, the Milan-based private bank. Among the leading shareholders of Ambrosiano is Gemina, a financial vehicle of which Fiat owns the biggest single stake.

Mr Francesco Paolo Mattioli was named to the Ambrosiano executive position wearing his hat as deputy chairman of Gemina, rather than in his role at Fiat, where he is in charge of group financial strategy. Apart from Mr Mattioli, there are two other Gemina representatives on the Ambrosiano board.

Gemina, which last year paid around 120bn (€18m) to acquire a 12.9 per cent stake in Ambrosiano, has now increased its holding to more than 14 per cent. Gemina is also a prominent member of a newly formed "shareholders' control syndicate," which speaks for 62.67 per cent of Ambrosiano's equity.

For the past 18 months, Mr Carlo Azeglio Ciampi, governor of the Bank of Italy, has stressed that he does not want Italian industrial concerns buying control of banks. The central bank's limit on the equity participation

**ECU 150,000,000 IRELAND**  
Floating Rate Notes due 1997

Notice is hereby given that the Rate of Interest has been fixed at 6.5625% and that the interest payable on the relevant Interest Payment Date, October 28, 1988 against Coupon No. 7 in respect of ECU 10,000 nominal of the Notes will be ECU 333.59.

April 28, 1988, London  
By Citicorp, N.A. (CIB) Dept., Agent Bank

**L'Oreal net profits advance 17%**

**BY PAUL BEITTS IN PARIS**

L'OREAL, THE French hair and beauty products group, reports a 17.3 per cent rise in net profits to FF1.05bn (\$151.5m) for 1987, from FF899.8m in 1986. Sales rose by 10.8 per cent to FF29.1bn.

Operating income rose 17.5 per cent to FF2.03bn, and the company plans to raise its dividend by 12 per cent to FF37 a share.

L'Oreal, whose products include Ambre Solaire sun tan creams and oils, Lancome cos-

metics and Dop shampoo, is 58 per cent owned by Gaspard, a company 51 per cent controlled by Mrs Liliane Bettencourt, the daughter of the founder of L'Oreal. The outstanding 49 per cent of Gaspard is owned by Nestlé, the Swiss foods group.

L'Oreal has increased its interest in Synthelabo to 65 per cent, and intends to develop the subsidiary into an international pharmaceutical business.









Further

Last year  
997 miles of Polo  
were sold in  
the Middle East.  
(With plenty  
more in  
the pipeline.)



During 1987, the inhabitants of nine Middle Eastern countries sucked their way through 317,333,335 Polo mints.

A total more than double that of the previous 12 months.

They also enjoyed a considerable quantity of our other brands, such as Kit Kat, Lion Bar, Smarties and Quality Street.

In fact, exports to the Middle East made up just a small fraction of exports from the UK worth a record £91 million last year.

A hundred countries across the world now enjoy Rowntree brands.

In 1987, worldwide sales of our brands amounted to £1.42 billion, helping to make us one of the world's most successful confectionery companies.

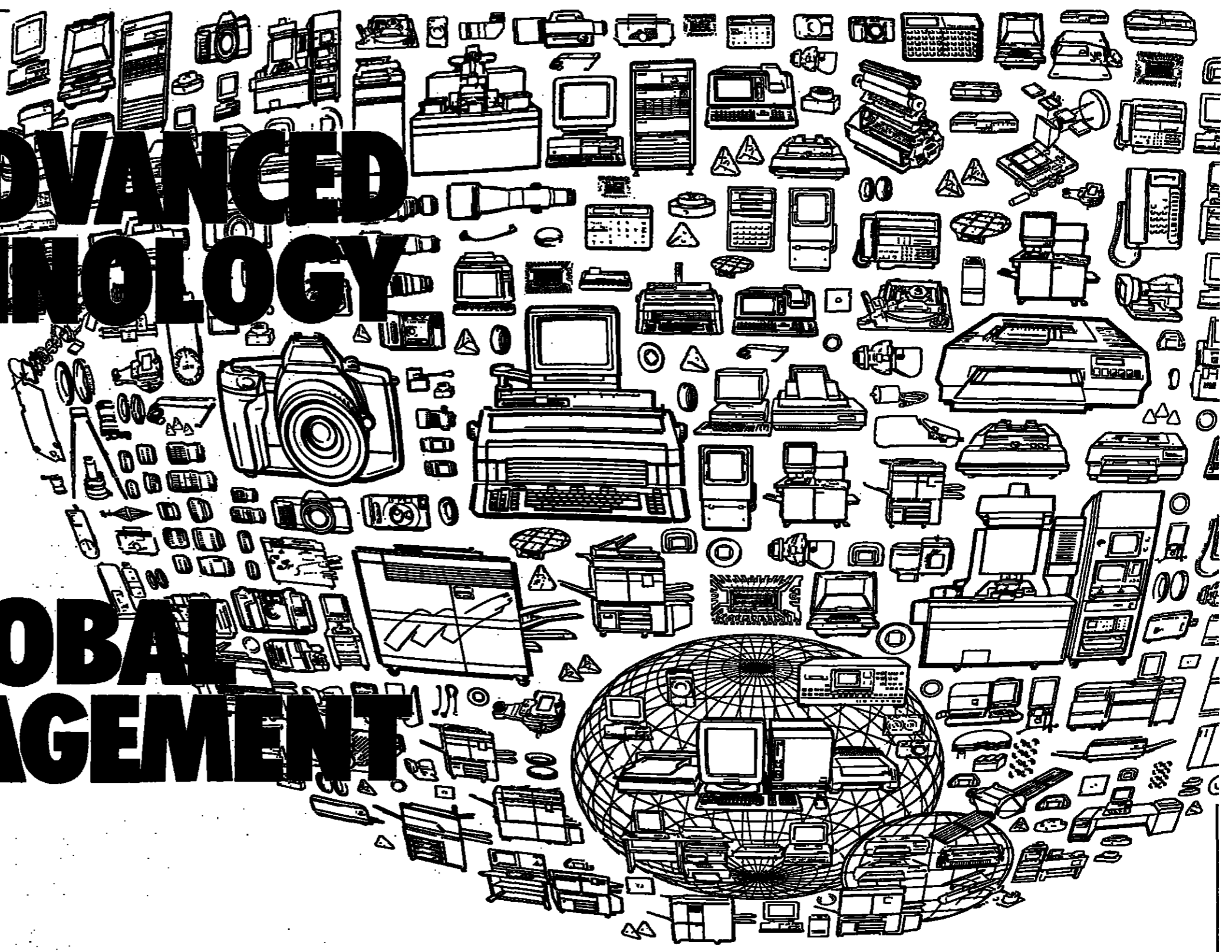
These days Rowntree is a bigger company than you might have thought. Miles bigger, in fact.





# IN ADVANCED TECHNOLOGY

# IN GLOBAL MANAGEMENT



# INNOVATION YOU CAN SHARE

**Technology is a resource we want to share.**

In an age where technology is king, our aim remains simple. We want to share what we have. Because at Canon we believe technology is as much a natural resource as the water we drink or the air we breathe. That's why every innovation we make is geared to sharing technological breakthroughs with as many people as possible.

We were the first to put electronics into our cameras, so anyone could take pictures like a pro. We took big, bulky copiers and made them small and affordable enough for personal and family use. And when we came up with a Laser Beam Printer, we didn't keep it to ourselves. Instead, we helped launch a whole new industry — desktop publishing.

**Trade is just the beginning.**

We're ambitious too. We want to break down national borders. Because it didn't take us long to figure out that when we work together, trade is just the beginning.

That's why, when we founded our first sales

subsidiary in Europe, in Geneva in 1963, we knew it was just the first step. Just nine years later, we set up our first European production facility, a copier plant in Giessen, West Germany. Since then we've added a second plant, in Bretagne, in France. We also have plants in the U.S.A., and technical exchange agreements with the Peoples Republic of China.

**Cooperation for a better tomorrow.**

Today, we're growing in new directions, expanding our business in telecommunications, in artificial intelligence and biochip technology. Don't get us wrong. We believe in profit. But we want to use that profit wisely. To create new employment opportunities, beat pollution, and benefit humanity. A Utopian dream? Not really.

Last year, we at Canon celebrated our 50th anniversary. As we start our second half century, we still think that success, like technology, is meant to be shared, and that working together to build a better world is the one management goal that we all should be pursuing.

# Canon





UK COMPANY NEWS

Alphameric in £9m call and forecasts £4.6m

BY CLAY HARRIS

HAVING WON an order worth up to £5m from the Halifax Building Society, Alphameric, manufacturer of computer keyboards, viewdata terminals and dealing systems, yesterday launched a one-for-four rights issue to raise £5m.

The data broadcast system ordered from Alphameric will enable Halifax, Britain's largest building society, to transmit and display marketing information simultaneously to customers in branch offices throughout the country.

The initial contract order, an 18-month project, is worth £2m to Alphameric. Add-on options may raise the total to £5m.

Alphameric yesterday also estimated pre-tax profits of £4.6m on sales of £30m for the year to March 31. It reported profits of £3.82m in 1986-87, a figure restated to £3.9m after merger accounting for the subsequent acquisition of PC Communications, a modems manufacturer.

The estimate was at the low end of City forecasts at the interim stage when Alphameric was expected to recover from a disappointing first half to reach close to £5m pre-tax. Indeed, the second half produced a record result of £3.1m. Excluding PC, however, profits are estimated to have risen only by 8 per cent.

Mr Roger Hatfield, finance director, said the rights issue proceeds would be used initially to reduce borrowings, which had risen to £3.9m by March 31, as a result of heavy research and development spending and investment in manufacturing facilities.

The new shares are offered at 247p, compared with yesterday's market price of 265p, down 5p. Investors in Industry, which holds 10.6 per cent of Alphameric, has undertaken to take up its rights in full.

Alphameric has forecast a final dividend of 2.5p - for which the new fully paid shares will be eligible - to make a total of 3.5p (2.5p).

WPP in £22.1m expansion

By Nikki Tall

WPP, the British marketing services company which now takes in the New York-based JWT Group, continued to hit the acquisition trail yesterday with the purchase of EWA, a UK database management company, for a maximum of £22.1m.

EWA is WPP's third acquisition this month. At the beginning of April it announced the purchase of the Henley Centre, the UK consultancy business, and last Friday said it was acquiring Eisner Freeman, a US sales promotion company.

WPP says the purchase of EWA will bring in specialist database management marketing techniques, increasing the range of marketing services it is able to offer. Such techniques aim to give clients a better idea of their customer profile, thus allowing marketing expenditure to be targeted more effectively.

EWA was started in 1982, and made a pre-tax profit of £487,000 in the year to end-March 1987. According to WPP, management accounts suggest a pre-tax profit figure of £604,000 in the 10 months to end-January 1988. The vendors have warranted profits after tax of £487,500 for the year to end-March.

At March 31 1987, EWA's net tangible assets were £673,000.

The deal is being funded by an initial payment of £4.8m - £2.5m in WPP shares and the rest in WPP shares. Further payments will be made in each year up to 1993, conditional on after-tax profits for the three years to end-March 1993. There is also a bonus payment of up to £2.8m in WPP shares if post-tax profits grow by 25 per cent a year compounded in the five-year period. But the overall consideration cannot top £22.1m.



Another quality year from MICHELIN.

Table with 5 columns: Michelin Tyre PLC, Year ending 31st December, 1987, 1986, Increase %. Rows include Turnover (£621.0m vs £567.3m, +9.5%), Profit before taxation (£47.4m vs £33.9m, +39.8%), Profit after taxation (£42.8m vs £30.3m, +41.3%).

Note: Results are based on consolidated accounts with an unqualified audit report not yet filed with the Registrar of Companies.

1987 has been another successful year for Michelin Tyre PLC. Our fundamental policy of insisting on the very highest standards in quality and service in everything we do has once again contributed to this success. Demand in both the Original Equipment and Replacement markets was strong throughout our whole product range and Export sales also showed impressive growth. The four U.K. factories have further increased both production and production efficiency in 1987 and

MICHELIN TYRE PUBLIC LIMITED COMPANY, Stoke-on-Trent ST4 4EY, MAKE SURE IT'S A MICHELIN

Fredk. Cooper acquires Lorlin

BY CLAY HARRIS

Frederick Cooper, industrial holding company, yesterday secured its largest single acquisition with an agreed takeover of Lorlin Electronics which values the USM-quoted maker of switches and connectors at £11.1m.

Cooper is offering 22 convertible preference shares for every 10 Lorlin ordinary. This values Lorlin shares at 288p, compared with the 182p suspension price on Tuesday. There is a cash alternative of 220p.

Lorlin makes switches used in electronic equipment such as telephones and televisions. Mr Eddie Kirk, Cooper chairman, said: "With our connectors and their switches, it gives a complete range of products in that sector." The two companies have only one customer in common. The acquisition, the first of a

quoted company since Mr Kirk took over at Cooper early in 1986, continues his emphasis on electronic components and security products as the main avenues for expansion. Cooper is also involved in metal finishing, materials handling and specialist engineering.

Cooper intends to tighten financial and management controls to widen Lorlin's margins from 18 per cent to 25 per cent, in part through the elimination of sub-contract work, a process already started by Lorlin.

The scope for improvement was underlined yesterday by Lorlin's 1987 results which showed pre-tax profits less than 2 per cent ahead at £1.1m on turnover of £5.87m (55.1m). Earnings per share fell to 12.06p from 13.32p adjusted for a rights issue. A proposed final div-

idend of 2p, which is not affected by the Cooper offer, raises the total to 3.5p (3p).

Despite the 19.7 exit multiple based on the share terms, Mr Kirk said margin improvements would take place rapidly enough to avoid any earnings dilution at Cooper in the current year.

Cooper has received irrevocable acceptances for nearly 55 per cent of Lorlin shares from directors and their families and certain other shareholders.

The preference shares, an additional tranche of an existing issue, will convert into Cooper ordinary at 185p, a 15 per cent premium to yesterday's market price of 162p.

Altogether, convertibles will now account for nearly 39 per cent of Cooper's fully diluted capital. The new convertibles were underwritten at 100p, compared with the market price of 110p.

French discuss sale of stake in Framlington

By Nikki Tall

With the bid by Throgmorton Trust for fund management group Framlington due to reach its first close today, French bank Credit Commercial de France - which holds a key 29 per cent stake - said it would meet this morning to discuss its next step. In Paris yesterday, CCF made clear that it wished to sell its stake, but "not at any price."

The French company is particularly anxious to get a board recommendation for any Throgmorton offer; if it is forced to sell its stake to Throgmorton in the face of continued Framlington opposition, it could trigger a "pre-emption agreement" which allows Framlington 30 days to find an alternative buyer at not less than 95 per cent of the Throgmorton price. However, although CCF is unlikely to wish to get too far into the bid timetable, it added yesterday, "We still have plenty of time."

J.O. Walker doubled

J.O. Walker more than doubled pre-tax profits from £281,383 to £600,038 in 1987, on turnover ahead at £14.7m, against £12.98m. Earnings per share grew from 20.5p to 47.9p and final dividend of 4.5p, makes 7p (5.5p) for the year.

Jessups up 58% midway

Jessups, motor vehicle dealers and leasing specialist, achieved strong profit growth in the six months to February 29 and the progress has continued. The taxable figure of £1.02m was 58 per cent up on the £644,000 made in the comparable period. The increase was scored on turnover up 19 per cent from £3.57m to £4.23m.

Better margins were achieved on new car sales and improvements in volumes and profits on used cars. The profit contribution from after sales activities increased significantly, the director said. They are confident of a very satisfactory result for the year.

An interim dividend of 2.9p (1.75p) is to be paid on earnings of 7.55p (5.15p).

BOM back in black

BOM Holdings, formerly Bristol Oil & Minerals with interests in oil and gas, but now a specialist furniture retailer chaired by Mr David Bulstrode of Marler Estates, has moved back into the black in the 13 months to end-January 1988 for the first time since 1981. Mr Bulstrode said that the improvement in the pre-tax figure from a loss of £1.04m to profit of £225,000 reflected the contribution of Albancode Group which reversed into BOM in September 1987, the successful acquisition and disposal of property interests in Cornwall and the continuing reduction of central overheads.

Turnover made a significant advance from £184,000 to £12.98m and with no tax (same), earnings per share came out at 0.16p (2.81p losses).

Hatfield turns in £0.25m

INTERIM figures for Hatfield Estates, a construction and property development company, have exceeded expectations, said Mr Arthur Morton, chairman. The company came to the USM last December. For the six months ended February 29 1988 it produced turnover of £1.4m and pre-tax profit of £253,000. Mr Morton said it was intended

to continue organic growth and to expand by acquisition and joint ventures. He did not anticipate completion of any major developments in the current year, and those recently started were scheduled for completion in 1989-90.

He expected a dividend of not less than 1.5p for the present year.

Martin Groome up 41%

IN A year of rapid expansion and progress Ronald Martin Groome has lifted turnover 54 per cent and pre-tax profit 41 per cent. And in 1988 has enjoyed its best-ever start to a new year.

This USM supplier of office equipment, furniture, and gift and novelty stationery, turned in sales of £24.28m in 1987, against £16.17m, and profits of £2.12m, compared with £1.5m. Earnings moved up to 14.5p (11.9p) and the final dividend is 2.75p for a 4.4p (4p) total. Mr Martin Abramson, chair-

man, said there were four key achievements: improvement of the direct marketing capabilities; introduction of several imported products; strengthening of financial management; and raising £5m to finance further expansion.

There was significant growth in the Ronald Martin office equipment and RMS International gift and stationery divisions. The first quarter of 1988 enjoyed record turnover and Mr Abramson was confident about prospects.

Advance at S. & U.

S. & U. Stores celebrated its 50th anniversary with a 40 per cent increase in pre-tax profit from £1.24m to £1.74m on turnover only marginally up from £37.76m to £37.77m for the year to January 31 1988. A final dividend of 2.75p has been recommended, giving a total of 4p (2.5p). After tax of £670,000 (£540,000), earnings per 12½p share came out at 10.16p (8.94p).

Hispano Americano International Limited advertisement featuring a table of results at a glance (Turnover £122.8 million, Profit Before Tax £15.4 million, Earnings Per Share 28.2p) and a list of participating banks including Commerzbank, Bayerische Landesbank, Chase Bank, etc.

WESTBURY plc advertisement featuring a table of results at a glance (Turnover £122.8 million, Profit Before Tax £15.4 million, Earnings Per Share 28.2p) and a list of participating banks including Commerzbank, Bayerische Landesbank, Chase Bank, etc.

COMMODITIES AND AGRICULTURE

Traders in rubber clash over stock sale

By Wong Sulong in Kuala Lumpur

THE MASSIVE sales programme of the international rubber stockpile...

Tin Council nations escape liability after collapse

THE CREDITORS of the International Tin Council (ITC) have suffered another defeat in their legal battle to be paid by the council.

The Court of Appeal yesterday dismissed appeals by creditors against two High Court rulings...

The Court of Appeal yesterday dismissed appeals by creditors against two High Court rulings...

On the other issues the three judges: Upheld the striking-out of a petition for the compulsory winding-up of the ITC...

Lord Justice Kerr said there was no way in which contracts made by the ITC in its own name could make its members liable...

Lord Justice Kerr said that the ITC was a legal entity under international law...

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international law together provided a sound basis on which the members should be held liable.

The members retained an extensive participation and control in the ITC's affairs and had not, as they could easily have done, expressly excluded or limited their liability...

The three judges endorsed the High Court's view that the ITC was not subject to the English court's winding-up jurisdiction.

Rejecting MacLaine Watson's receivership appeal, Lord Justice Kerr commented that the appointment of a receiver would serve no purpose.

Brussels tries to avert threat to meat imports

By Tim Dickson in Brussels

THE European Community is trying to head off a threat from the Spanish Government to bar pigmeat imports from other member states.

The European Commission said in Brussels that it had increased the payments for so-called private storage by an average 75 per cent.

The new range, depending on product, is 20 to 25 per cent, is 20 to 25 per cent, is 20 to 25 per cent.

The heated debate on the beef-stock sales is reminiscent of the dispute during 1984-85 over the beef stockpile.

MacGregor warns of EC attitude to pig-farmers

By Bridget Bloom

BRITAIN WOULD find it extremely difficult to persuade its partners in the European Community to accept...

MacGregor said that the EC's attitude towards pig-farmers was becoming increasingly hostile.

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Cocoa rumours spread

By Nicholas Woodsworth in Abidjan

THE IVORY Coast has reacted strongly to rumours that it is lowering the guaranteed price paid to its cocoa producers.

A high-level delegation last week toured cocoa-producing areas in an effort to squash rumours that the government had begun paying cocoa producers less than the Fivococa price guaranteed them.

However, although this was an important issue in the present round of farm price-fixing in Brussels, Mr MacGregor said that his proposal had found little favour either with the European Commission or with his fellow agricultural ministers.

It would thus undercut the budget-pairing measures which have been agreed so painstakingly in Brussels over recent months.

Oil nations outside Opec offer sales pact

By Richard Johns in Vienna

MEXICO, backed by six other non-member oil producers of the Organisation of Petroleum Exporting Countries, seized the initiative at the outset of an unprecedented joint meeting with Opec here.

They have offered a 5 per cent cut in export volumes until the end of June if the 13 members of Opec do the same with the aim of restoring price levels to about \$18 per barrel.

Such a cut would reduce world-wide supplies by about 900,000 barrels a day. That would include about 700,000 b/d from Opec and 200,000 b/d from non-member producers.

Opec will consider the proposal at its emergency conference tonight. Mexico's proposal was met here initially with a polite but non-committal response from a consultative committee of ministers of six Opec states.

There could be a prolonged deadlock in the exchanges between the two groups because most Opec states have been thinking of matching cuts on a barrel-for-barrel basis.

Chances of a compromise have been clouded by Saudi Arabia's decision to step off diplomatic relations with Iran.

Expressing what he stressed was a personal view, Mr Khamezpour Ardehbi, Iran's Deputy Minister of Oil, said on arrival that the break was intended to have a negative influence on negotiations.

Iran is expected to back strongly the non-Opec proposal that the 20 oil exporters should reduce supplies by 5 per cent. Apart from Mexico, non-members represented here are Angola, China, Colombia, Egypt, Malaysia, and Oman.

Mr Fernando Hiriart Balderama, Mexican Minister of Energy, said his Government was prepared to lower exports "if we find an adequate proportional response from OPEC."

LONDON MARKETS

Aggressive selling sent the cash price of nickel on the London Metal Exchange yesterday down by 16 per cent...

COCOA

Table with columns: Close, Previous, High/Low. Data for Cocoa, Coffee, and other commodities.

LONDON METAL EXCHANGE

Table with columns: Close, Previous, High/Low, Amt Offered, Kibb, Open Interest. Data for various metals.

US MARKETS

Precious metals firmed in early trading as dealer buying prompted local buying which in turn touched off light stops...

Chicago

Table with columns: Close, Previous, High/Low. Data for Soybeans, Corn, and other Chicago commodities.

SPOT RAINBOW

Table with columns: Close, Previous, High/Low. Data for various fish species.

SOYBEANS

Table with columns: Close, Previous, High/Low. Data for Soybeans.

LONDON BULLION MARKET

Table with columns: Gold, Silver, Platinum, Palladium. Data for bullion prices.

NEW YORK

Table with columns: Close, Previous, High/Low. Data for New York commodities.

WHEAT

Table with columns: Close, Previous, High/Low. Data for Wheat.

WHEAT

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Financial Times logo and publication information at the bottom of the page.

CURRENCIES, MONEY AND CAPITAL MARKETS

FOREIGN EXCHANGES

Dollar and pound lack direction

THE DOLLAR closed little changed in Europe, after a very quiet day. There were no very clear factors, with Tuesday's figures on first quarter US GNP growth leaving the market rather confused.

row's UK trade figures for March. Forecasts for the trade figures vary widely. City opinion tends to favour an improvement on the February visible deficit of £1.82bn, and the current account shortfall of £7.0bn, but the main hot issue that disappointing figures could be used as an excuse to sell the pound.

sterling rose 20 points to \$1.8770, and also improved to DM1.6750 from DM1.6735 to Y234.75 from Y234.75, to SF2.5050 from SF2.5050, and to FF10.67 from FF10.6500.

FINANCIAL FUTURES

No incentive to trade

FINANCIAL FUTURES lacked any incentive to trade yesterday. The Liffe market was very dull, and traders were not sure that Friday's UK trade figures would provide any great surge of activity.

Large swings in the trade figures over recent months have also made the City reluctant to place too much faith in forecasts. The general level of expectations ranges from a current account deficit of £400m to £500m, but many traders fear this does not fully represent the wide degree of uncertainty in the figures.

Table with columns: Liffe, CME, and other futures contracts. Includes prices and changes.

Table with columns: Liffe, CME, and other futures contracts. Includes prices and changes.

STERLING

STERLING - Trading range against the dollar in 1987/88 is 1.8785 to 1.8710. March average 1.8785, compared with 1.8785, unchanged at 78.2, compared with 74.1 six months ago.

EMS EUROPEAN CURRENCY UNIT RATES

Table showing EMS European Currency Unit rates for various countries like Belgium, France, Germany, etc.

IN NEW YORK

Table with columns: Spot, 1 month, 3 months, 12 months. Includes rates for various currencies.

POUND SPOT - FORWARD AGAINST THE POUND

Table showing Pound Spot and Forward rates against the pound for various terms.

DOLLAR SPOT - FORWARD AGAINST THE DOLLAR

Table showing Dollar Spot and Forward rates against the dollar for various terms.

CURRENCY RATES

Table with columns: Apr 27, Apr 28, Apr 29. Includes rates for various currencies like Sterling, Canadian Dollar, etc.

EURO-CURRENCY INTEREST RATES

Table showing Euro-currency interest rates for various currencies and terms.

EXCHANGE CROSS RATES

Table showing exchange cross rates between various currencies.

CHICAGO

Table showing Chicago market data for various futures contracts.

LONDON (LIFFE)

Table showing London (Liffe) market data for various futures contracts.

CURRENCY MOVEMENTS

Table showing currency movements for various currencies.

OTHER CURRENCIES

Table showing other currencies like Argentine, Brazil, etc.

CURRENCY FUTURES

Table showing currency futures for various contracts.

MONEY MARKETS

Ample credit supply

TRADING ON the London money market was very quiet, as dealers became increasingly nervous about the UK trade figures, to be released on Friday.

Bills maturing in official hands, repayment of late assistance, and a take-up of Treasury bills drained £27bn, with a rise in the note circulation absorbing £12bn. These were roughly balanced by Exchequer transactions adding £29bn to liquidity, and bank balances above target of £28n.

FT LONDON INTERBANK FIXING

Table showing FT London Interbank Fixing rates for various terms.

MONEY RATES

Table showing money rates for various currencies and terms.

NEW YORK

Table showing New York market data for various futures contracts.

LONDON MONEY RATES

Table showing London money rates for various currencies.

THE CORPORATE INVESTOR'S PHONE CHECK LIST. Advertisement for corporate investment services, including a list of services and contact information.

HICHENS, HARRISON & CO. Advertisement for a company providing services, including a list of services and contact information.

Wincanton Group advertisement. Features a large image of a milk can and text describing the company's history and services, including 'It helped us grow up. Now we're going from strength to strength.'

FT LONDON INTERBANK FIXING

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LONDON MONEY RATES

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Table showing money rates for various currencies and terms.

NEW YORK

Table showing New York market data for various futures contracts.

LONDON MONEY RATES

Table showing London money rates for various currencies.

EUROPEAN OPTIONS EXCHANGE

Table of European Options Exchange data with columns for Series, Vol, Last, and Stock prices.

BASE LENDING RATES

Table of Base Lending Rates for various banks and currencies, including ADN Bank, Adams & Company, etc.

JOTTER PAD

FT CROSSWORD No.6,617 SET BY GRIFFIN. Includes a crossword puzzle grid and clues.

ACROSS and DOWN crossword clues. Includes clues like 'Writes things about street restaurant' and 'Confuse porter with angry interjection'.

FT UNIT TRUST INFORMATION SERVICE

AUTHORISED UNIT TRUSTS

Large table listing various Unit Trusts, including names, managers, and performance data.

Handwritten signature or note at the bottom of the page.







FT UNIT TRUST INFORMATION SERVICE

LONDON SHARE SERVICE

Table of FT Unit Trust Information Service, listing various unit trusts with columns for Name, Investment Objective, and other details.

Table of London Share Service, including sections for British Funds, Foreign Bonds & Rails, and Americans, with columns for Name, Price, and other metrics.

Table of Money Market Trust Funds and Bank Accounts, listing various financial products and their details.

LONDON SHARE SERVICE

AMERICANS - Contd

Table listing American companies with columns for Stock, Price, and P/E ratio.

CANADIANS

Table listing Canadian companies with columns for Stock, Price, and P/E ratio.

BANKS, HP & LEASING

Table listing banks, hire purchase, and leasing companies with columns for Stock, Price, and P/E ratio.

Hire Purchase, Leasing, etc.

Table listing hire purchase, leasing, and other financial services companies with columns for Stock, Price, and P/E ratio.

BEERS, WINES & SPIRITS

Table listing beer, wine, and spirit companies with columns for Stock, Price, and P/E ratio.

BUILDING, TIMBER, ROADS

Table listing building, timber, and road companies with columns for Stock, Price, and P/E ratio.

BUILDING, TIMBER, ROADS

Table listing building, timber, and road companies with columns for Stock, Price, and P/E ratio.

CHEMICALS, PLASTICS

Table listing chemical and plastic companies with columns for Stock, Price, and P/E ratio.

DRAPERY AND STORES

Table listing drapery and store companies with columns for Stock, Price, and P/E ratio.

DRAPERY AND STORES - Contd

Table listing drapery and store companies with columns for Stock, Price, and P/E ratio.

ELECTRICALS

Table listing electrical companies with columns for Stock, Price, and P/E ratio.

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ENGINEERING

Table listing engineering companies with columns for Stock, Price, and P/E ratio.

ENGINEERING - Contd

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INDUSTRIALS (Miscel.) - Contd

Table listing industrial companies with columns for Stock, Price, and P/E ratio.

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LONDON SHARE SERVICE

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INSURANCES - Contd

Table listing insurance companies and their share prices.

LEISURE

Table listing leisure-related companies and their share prices.

PAPER, PRINTING, ADVERTISING - Contd

Table listing paper, printing, and advertising companies and their share prices.

PROPERTY

Table listing property-related companies and their share prices.

TEXTILES - Contd

Table listing textile companies and their share prices.

TOBACCO

Table listing tobacco companies and their share prices.

TRUSTS, FINANCE, LAND

Table listing trusts, finance, and land companies and their share prices.

TRUSTS, FINANCE, LAND - Contd

Table listing trusts, finance, and land companies and their share prices.

OIL AND GAS - Contd

Table listing oil and gas companies and their share prices.

OVERSEAS TRADERS

Table listing overseas traders and their share prices.

PLANTATIONS

Table listing plantation companies and their share prices.

MINES - Contd

Table listing mines companies and their share prices.

MISCELLANEOUS

Table listing miscellaneous companies and their share prices.

THIRD MARKET

Table listing third market companies and their share prices.

MOTORS, AIRCRAFT TRADES

Table listing motor and aircraft trade companies and their share prices.

Commercial Vehicles

Table listing commercial vehicle companies and their share prices.

Garages and Distributors

Table listing garage and distributor companies and their share prices.

NEWSPAPERS, PUBLISHERS

Table listing newspaper and publisher companies and their share prices.

PAPER, PRINTING, ADVERTISING

Table listing paper, printing, and advertising companies and their share prices.

SHIPPING

Table listing shipping companies and their share prices.

SHOES AND LEATHER

Table listing shoes and leather companies and their share prices.

SOUTH AFRICANS

Table listing South African companies and their share prices.

TEXTILES

Table listing textile companies and their share prices.

Investment Trusts

Table listing investment trusts and their share prices.

Finance, Land, etc

Table listing finance, land, and other companies and their share prices.

MINES

Table listing mines companies and their share prices.

Central Africa

Table listing Central Africa companies and their share prices.

Diamond and Platinum

Table listing diamond and platinum companies and their share prices.

Central Africa

Table listing Central Africa companies and their share prices.

Finance

Table listing finance companies and their share prices.

OIL AND GAS

Table listing oil and gas companies and their share prices.

NOTES

Stock Exchange listing changes are indicated in the right margin. Notes on share prices and dividends.

REGIONAL & IRISH STOCKS

Table listing regional and Irish stocks.

TRADITIONAL OPTIONS

Table listing traditional options and their prices.

A selection of options traded is given on the London Stock Exchange Report Page.

LONDON STOCK EXCHANGE

Takeover speculation in consumer stocks features equities and I-L Gilts advance

Account Dealing Dates
Option
First Declared Last Account
Dealings Date Dealings Day

THE UK STOCK MARKET gave itself up almost entirely to bid speculation yesterday as the reverberations of Nestlé's £2.1bn bid for Rowntree resounded throughout the consumer share sector. In fact, the takeover excitement, the stock market brushed aside more fundamental factors, such as the prospects for the UK March trade figures, due on Friday.

However, fears that today's profits statements from ICI might include a rights issue cooled the market frenzy towards the close, and the early gain of 13 FT-SE points was more than halved by the end of the day.

The FTSE 100 closed at 1448.9, down from 1450.9 at the start of the day. The index closed a net 5.9 up on 1448.9. Outside the takeover features, turnover showed only a slight increase. With sterling little changed during the London trading session, the international stocks lacked feature.

Government bonds were highlighted by renewed switching into index-linked issues by domestic institutions. I-L stocks gained about 7/8 point, while conventional Gilts showed little change on the day.

The sector remains effectively at a standstill ahead of tomorrow's publication of the UK trade figures for last month. A talking point was the Bank of England's announcement that it expects to hold two more auctions of stock, following the three experimental auctions held last year.

The announcement is "consistent with the market perception of low funding prospects in Gilts", commented one leading trader. The Bank was known to have maintained an Allied-Lyons eased back to close 21 up on the day at 424p after turnover of 9.0m shares.

Guinness, with Bells, Johnny Walker and Gordon's Gin in its stable, also traded heavily. Some 7.0m shares passed through the system as attention was drawn to its quality brands and the price settled only marginally below the session's highest at 316p, for a gain of 17/8. Interest spilled over to other leaders which eventually scored good rises. The list included Whitbread "A", 314p, Bass, 855p, and Scottish & Newcastle, 283p.

Reckitt and Colman, the world-wide household products group, were again well to the fore, advancing 1/2 further to 859p for a two-day gain of 5p. Some 12m shares changed hands yesterday. Commenting on the market's preoccupation with branded consumer product companies, Kleinwort Grieson point out that although they have no reason whatever to suspect a takeover, they are contemplating for Reckitt, an exit of 15-20 (take-out price of £1 to £15) would represent a conservative objective valuation of the group to any party with an adequate degree of synergy.

The search for the next trend consumer brand names saw investors ranging across the retail share sectors, buying food

manufacturing, brewery, retail and even tobacco stocks.

With so many Alpha stocks attracting speculative interest market indices rose sharply during the first half of the session. But more than one third of the FT-SE list showed falls throughout the day. The index itself closed a net 5.9 up at 1448.9.

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The search for the next trend consumer brand names saw investors ranging across the retail share sectors, buying food

FINANCIAL TIMES STOCK INDICES
Table with columns for various indices (Government Secs, Fixed Interest, Ordinary, Gold Mines, etc.) and their values at different times of the day (10 a.m., 11 a.m., 12 p.m., 1 p.m., 2 p.m., 3 p.m., 4 p.m.).

Day's High 1452.9 Day's Low 1442.4

Bank 100 Govt. Secs 15/10/26, Fixed Int. 19/28, Ordinary 1/7/25, Gold Mines 12/9/26, S.E. Activity 1974, \* Nil -10.40.

LONDON REPORT AND LATEST SHARE INDEX: TEL 0898 123001

Stock to 280p bid at one stage. Later they dipped back to close at 284p, a net gain of 8, with turnover reaching 8.2m.

The market was alive with stories that Robert Maxwell, said to hold a stake of around 2 to 3 per cent, was the buyer, and that a similar stake had been acquired by Hong Kong Wharf prior to a full bid.

Racal once again topped the list of active stocks in the widely traded electronics leaders with 11m shares moving through the SEAQ system. At the close Racal was 1/2 up at 245 1/2 having touched 249p at one point. Dealers reported a fresh wave of strong buying interest, much of it via the IDB screens, including widespread buying triggered by the huge activity in traded options where turnover expanded sharply to over 5,000 call contracts and only 800 puts.

Fuelling the latest rise in the shares was a continuation of the recent stories that a stake is being accumulated in the company as a prelude to a full bid. The latter move was regarded by analysts and traders as being likely to depress sales of policies via intermediaries and lead to cut-throat competition in the life arena. Life shares dropped sharply at the outset but quickly staged a strong recovery amid a fresh wave of takeover speculation before dipping off again late in the day.

Pearl slumped to 447p at the outset but then surged ahead to touch 472p on talk of imminent bid developments before slipping off to close a net 14 higher at 469p; the late decline followed market stories of a possible rights issue in the pipeline.

Long-standing takeover favourite Magnet revived strongly and rose 11 to 246p on turnover of 1.3m, but BFB drifted off to close 4 cheaper at 281p. Westbury closed 2 cheaper at 249p following the annual results and a 259m rights issue proposal.

ICI settled virtually unchanged at 939p with recent buying enthusiasm dampened by fears that today's first-quarter results may accompany fund-raising proposals. Fosco revealed preliminary profits at the top end of market estimates and the price responded with a gain of 6 at 246p. Croda International Deferred moved up 11 to 187p.

Beecham, up 13 at 479p, in a volume of some 3.3m shares were inevitably caught up in the volume for branded consumer product companies. Other International stocks rarely strayed from overnight closing levels.

Wellcome drifted off to close 5 cheaper at 464p; interest is currently centred on the group's interim figures, due next Thursday. Assuming first half sales and profits contributions from Retrovir, the group's anti-Aids drug, B2W, the securities house, anticipate pre-tax profits of £28.5m compared with £21.2m in the interim figures, due next Thursday. Assuming first half sales and profits contributions from Retrovir, the group's anti-Aids drug, B2W, the securities house, anticipate pre-tax profits of £28.5m compared with £21.2m in the interim figures, due next Thursday.

Resters eased 6 to 487p; at the same time, the group's interim figures were reported that the figures so far this year are encouraging, but also pointed out that the strength of sterling could, if continued, depress results below original expectations.

Shire, a strong market of late, dipped 2 1/2 to 287p on disappointing preliminary figures while Hawial Whiting, which turned in an annual loss of £1.5m compared with a profit of £4.3m in the previous year, dipped 15 to 188p.

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spurred 35 more to 120p on news that York Trust and GMI Landmark Management had each bought stakes of around 10 per cent at 120p per share.

A combination of takeover speculation and brand-name fever aroused persistent buying of Rothmans International, 14 higher at 411p.

Britannia Arrow, the fund management group, attracted revived buying interest and moved 7 higher to 119p. Harrison & Crossfield featured Overseas Traders with a gain of 23 to 627p following news that the annual results would be announced on May 11.

Traded Option activity expanded, the total number of contracts rising to 46,253 made up of 34,973 calls and 11,280 puts. Business in Cadbury Schweppes rose sharply on news that General Cinema of the US may make a full bid for the group. A new 800 series was introduced at the outset to accommodate the sharp rise in the underlying share price and the May 360 and 380 calls proved to be the most popular. Cadbury registered 3,182 calls and 724 puts overall. Rascal were popular, recording 5,064 calls and 831 puts. Rolls-Royce also saw business with 2,425 calls noted. The FTSE contract attracted increased volume with calls rising to 1,936 and puts expanding to 1,908.

Traditional Options
First dealings Apr 18
Last dealings Apr 29
Last declarations July 14
For Settlement July 15
For rate indications see end of London Share Services

There is a noticeable expansion of activity in the Traditional option market. Stocks favoured for the call included New England Properties, SI Group, Helical Bar, Cadbury Schweppes, Bula Resources, Magnet, Casford, Charwell, Courtauld, B. Priest, Eagle Trust, Regentrest, Tesco, Norfolk Capital, African Lakes, GBC, and Fergabrook. Puts were arranged in Camford, Control Securities, British Petroleum partly-paid, Scottish and Newcastle and Willis Faber, while calls were transacted in Bellhaven, Adwest, Helical Bar, 215p and Atkins Bros. gaining 7 further to 272p. Glen Abbey Crowther.

The following is based on trading volume for Alpha securities dealt through the SEAQ system yesterday until 5 p.m.

Table with columns for Stock, Volume, and Price. Lists various companies and their trading volumes.

Table with columns for RISES AND FALLS YESTERDAY. Lists British Funds, Corporate Bonds, etc. with their respective rises and falls.

Table with columns for LONDON RECENT ISSUES. Lists various issues with their terms and prices.

Table with columns for EQUITIES. Lists various equity securities with their prices and changes.

Table with columns for FIXED INTEREST STOCKS. Lists various fixed interest securities with their prices and yields.

Table with columns for RIGHTS OFFERS. Lists various rights offers with their terms and prices.

Table with columns for EQUITIES. Lists various equity securities with their prices and changes.

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FT - ACTUARIES INDICES

These indices are the joint compilation of the Financial Times, the Institute of Actuaries and the Faculty of Actuaries

Table with columns for EQUITY GROUPS & SUB-SECTORS. Lists various equity groups and their performance metrics.

Table with columns for FIXED INTEREST. Lists various fixed interest securities and their yields.

Table with columns for AVERAGE GROSS REDEMPTION YIELDS. Lists average yields for various securities.

Opening index 1808.1; 10 am 1810.4; 11 am 1812.0; Noon 1812.1; 1 pm 1812.3; 2 pm 1812.6; 3 pm 1808.9; 3.30 pm 1807.8; 4 pm 1809.1

LONDON TRADED OPTIONS

Table with columns for CALLS and PUTS. Lists various call and put options with their prices and volumes.

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WORLD STOCK MARKETS

Table of stock market data for various countries including Austria, France, Germany, Netherlands, and Switzerland. Columns include stock names, prices, and changes.

Table of stock market data for Japan, Australia, and South Africa. Columns include stock names, prices, and changes.

CANADA

Table of Canadian stock market data, including Toronto and Montreal closing prices for various stocks.

INDICES

Table of financial indices including Dow Jones, S & P 500, and various regional indices for Australia, Germany, France, Italy, Japan, and the UK.

OVER-THE-COUNTER

Table of over-the-counter market data, listing various stocks and their prices.

NEW YORK ACTIVE STOCKS

Table of active stock prices in New York, including major blue-chip stocks.

CHIEF IN-LAND PRICE CHANGES YESTERDAY

Table showing price changes for various commodities and currencies in the UK.

TOKYO - Most Active Stocks

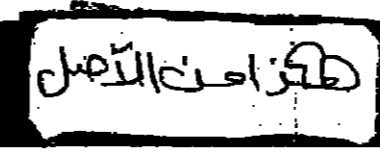
Table of the most active stocks in the Tokyo market.

Travelling on Business? Enjoy reading your complimentary copy of the Financial Times when you're staying... in Madrid at the Holiday Inn, Hotel Miguel Angel, Hotel Palace, Hotel Princess Plaza, Hotel Calderon, Hotel Diplomatic, Hotel Majestic, Gran Hotel Sarría, Hotel Ritz, Hotel Villa Magna.

FINANCIAL TIMES - Europe's Business Newspaper







NYSE COMPOSITE CLOSING PRICES

Table of NYSE Composite Closing Prices. Columns include 12 Month High, Low, Stock, P/E, Div, and Change. Lists various companies like AT&T, IBM, and General Electric.

AMEX COMPOSITE CLOSING PRICES

Table of AMEX Composite Closing Prices. Columns include 12 Month High, Low, Stock, P/E, Div, and Change. Lists various companies like American Express, American International, and American National.

OVER-THE-COUNTER Nasdaq national market, closing prices

Table of Over-the-Counter (Nasdaq) national market closing prices. Columns include Stock, Sales, High, Low, Last, and Change. Lists various companies like American Express, American International, and American National.

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AMERICA

Inflation worries subdue Dow's upward momentum

Wall Street

Influenced by inflation fears and a subdued bond market, Wall Street stocks posted a small gain yesterday in the lightest trading volume for nearly a month...

Oil stocks showed little effect of an accord reached by Opec with non-member oil producing countries on reducing their exports by about 5 per cent in an effort to bolster oil prices...

man of its United Airlines unit would retire. In the takeover area, General Cinema rose 1/4 to 18 1/2 after it made a filing with the Securities & Exchange Commission for clearance to increase its 17.7 per cent stake in Cadbury Schweppes...

Irish stocks mirror Mr Haughey's popularity

By Karen Cooke, Dublin correspondent

THESE days it seems that the Irish Republic's Prime Minister, Mr Charles Haughey, can do no wrong. Public expenditure has been cut by millions of punt as the Government gets to grips with an ERM (\$4.5m) debt...

Canada

RISE IN GOLD issues led Toronto share prices to a slight gain in mixed trading after the market drifted aimlessly through a lacklustre session.

EUROPE

Firm dollar and US gains underpin optimistic mood

SLIGHT gains in thin trade were the order of the day on most European bourses yesterday, as the overnight gain on Wall Street and the firming dollar encouraged some optimism.

LONDON TAKEOVER fever swamped London yesterday, with Swiss company Nestlé's bid for Rowntree and US General Cinema's plans for Cadbury Schweppes the main causes.

BRUSSELS closed slightly higher as market activity picked up a little from the previous day's slumber. Interest focused on Petrofina, up 1/2 to 117.10, and leading chemical Solvay, which gained 1/2 to 120.50.

Tokyo

UNFAVOURABLE external factors disheartened investors, dragging down the Nikkei average for the first time in five trading days in Tokyo yesterday, writes Shigeo Nishiwaki of Jiji Press.

While major issues were out of favour, small-capitals came into the spotlight. Ajinomoto gained 1/4 to 1,340 on renewed investor interest after US approval of its manufacture of the Interleukin-3 anti-cancer agent...

Oil price worries dampen interest

Tokyo



prices. Nippon Steel, the day's most active stock with 35.59m shares, fell 1/2 to 1,450. Despite the yen's easy tone against the dollar, heavy electronics and high-tech stocks dropped moderately on small lot selling.

On the April issue consequently plunged from the previous day's 4.650 per cent finish to 4.490 per cent in inter-dealer trading at one stage, ending at 4.545 per cent. The current benchmark 5.0 per cent government bond due in December 1987 traded at a yield of 4.430 per cent compared with the previous day's 4.440 per cent close.

Times industrial index inched up 0.55 to 856.97. Interest remained focused on Malaysian stocks. Sime Darby, which was the most active stock with 1.6m shares changing hands, slipped 1 cent to S\$2.71.

Among other Malaysian issues, MMC gained 4 cents to S\$1.65 on turnover of 78,000 shares. Amalgamated Steel Mills rose 2 cents to S\$1.77 on 450,000 shares, while MTU lost 1 cent to S\$1.61 on 400,000 shares and Genting dropped 4 cents to S\$4.28.

Singapore

CAUTION over a government policy announcement expected today kept Singapore investors on the sidelines, as share prices closed mixed in light trade.

Australia

LARGE turnover in selected stocks in the run-up to today's expiry of April options held up overall volume levels in a day of otherwise thin and mixed trading.

Poll upset for Seoul

SOUTH Korean shares plunged in thin volume yesterday as the ruling party's failure to win a parliamentary majority in Tuesday's elections sent small investors rushing for cover, writes Alison Mackintosh.

Securities lost Won 1,600 to Won 42,300. The London-listed Korea-Euro Fund, one of the vehicles for foreign investors, saw heavy selling yesterday morning, especially from Japan and Hong Kong.

Hong Kong

WALL STREET'S recent gains and the stable US dollar left Hong Kong share prices almost unchanged. The Hang Seng index gained 6.05 to 2,592.02 in thin turnover of HK\$388m.

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Table with columns for National and Regional Markets, Wednesday April 27 1988, Tuesday April 26 1988, and Dollar Index. Rows list various countries and their stock indices.

Base values: Dec 31, 1986 = 100; Finland: Dec 31, 1987 = 115.037 (US \$ Index), 90.791 (Pound Sterling) and 94.94 (Local). Copyright, The Financial Times, Goldman, Sachs & Co., Wood Mackenzie & Co. Ltd. 1987